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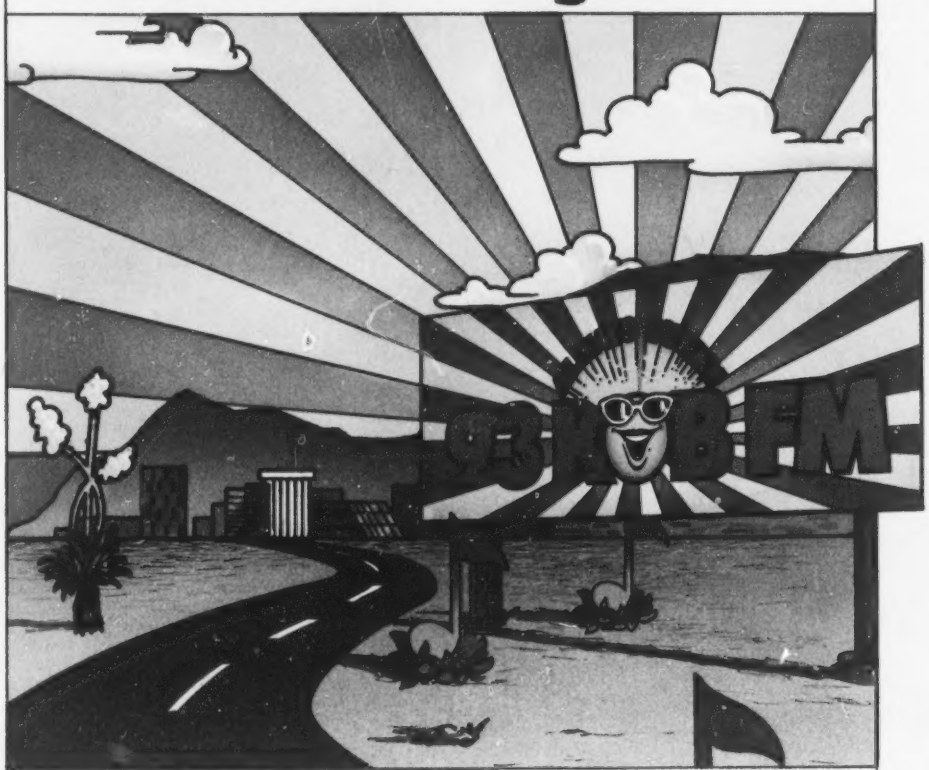

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FCC plans to put networks back in action on financial interest

Football '83

Vol. 105 No. 6

Broadcasting Aug 8

Networks look like winners in FCC's tentative decision on financial interest, syndication rules □ Radio Marti filibuster defeated in Senate □ Football '83

NETWORK GO □ FCC makes tentative decision that would allow networks to negotiate a financial interest in independently produced programing and would partially allow them into the syndication market. Decision won't become official until final vote, scheduled after one more round of comments. Reaction to FCC action is mixed. **PAGE 27.**

NO BAR □ House attempt to bar the FCC from changing its syndicated and financial interest rules for five years is unsuccessful as committee is stopped from marking up legislation. **PAGE 30.**

BUSTED FILIBUSTER □ Potential Senate filibuster on Radio Marti authorizing legislation is stopped by a 61-34 vote. **PAGE 31.**

COMPARING RENEWAL □ Wirth's Telecommunications Subcommittee hears testimony against abolition of FCC's comparative renewal policy. **PAGE 32.**

PIGSKIN PREVIEW □ Broadcasters will pay $536 million for football rights on the professional and college level this year. A complete rundown of national networks, regional networks, teams and originating stations plus who has what games begins on **PAGE 40.**

COMPENSATION COMPARISON □ Chart shows affiliate compensation paid by three networks. **PAGE 54.**

CTAM'S PORT-OF-CALL □ Cable administrators and marketers head to San Diego for annual conference of sessions and track days. **PAGE 61.**

CRYSTAL BALL GAZING □ Reps and advertisers disagree in survey of television's future effectiveness. **PAGE 61.**

PROGRAMING ABC'S □ Company man Lewis Erlicht has his sights set on plugging holes in ABC's programing schedule in his new job as Entertainment president. **PAGE 64.**

DAWSON DEREGULATION □ FCC Commissioner Mimi Dawson says agency should seize opportunity in TV rulemaking to free television broadcasters. **PAGE 66.**

AUTHORING AUTHORIZATION □ FTC bill with redefinition of unfairness standard for advertising passes Senate Commerce Committee. **PAGE 66.**

SCA COMMENTS □ Broadcasters call for greater deregulation for FM SCAs in filings to FCC. **PAGE 67.**

CONTRACTING □ DBS hopeful USCI lines up Atlantic Satellite and Data Communications to help in fall launch. **PAGE 69.**

ANCHOR COVERAGE □ New book examines stars of evening news shows. **PAGE 75.**

FINANCIAL SHOWMAN □ Frank Biondi, a self-described atraditionalist with a background in finance, is bringing his background to bear in his post as head of Home Box Office. **PAGE 95.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions add $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $75, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Broadcasters to spend $536 million on football

It's 8.7% increase despite holdover network pacts with NFL, NCAA; total includes $15 million to USFL for TV, radio and cable coverage; USA Network cutting back its college presentations

With the major networks locked into multi-year contracts with both the National Football League and the National Collegiate Athletic Association, football rights fees remain somewhat stable for the upcoming season, rising about 8.7% to $536.6 million. At the outset of last year, those fees were expected to rise a staggering 135% to $493.7 million due largely to new network pacts with the NFL and the NCAA. As it turned out, however, last year's overall increase, although high, did not add up to 135%, due to the eight-week NFL strike. It is believed the networks paid only $200 million of the $300 million that was due under the new NFL contract last year. (Overall, the five-year NFL network pact is valued at about $2 billion.)

The largest increases for the 1983 season come from the payments by local rights holders to NFL clubs to cover individual teams around the league. Local radio rights payments increased by 47% this year to 12.6% million, compared with the $8.5 million paid in 1982. In most, if not all cases, local radio rights holders are entitled to provide coverage of a team's entire 16-game regular season schedule as well as the four preseason contests played by the team. Local TV rights holders are to pay clubs a total of more than $3.8 million this year, a 40% increase over 1982 when they paid close to $2.7 million. Local television rights generally provide for the holder to broadcast up to four of a team's preseason games. Regular-season live telecasts are the exclusive domain of the three television networks.

With the four-year agreement reached by the NFL Players Association and the NFL Management Council last year, most agree that a strike is out of the question for the next several seasons. Thus, with a full season of games to be televised, the networks will pay significantly more for the NFL rights this year than last. On an average annual basis over the life of the five-year agreement as initially negotiated, the three networks would pay a total of $414 million per year, with CBS paying about $148 million annually, ABC, $136 million, and NBC, $130 million. However, under the terms of payment, as is usually the case, the networks will pay less than the annual average in the early years of the contract and more during the pact's later years. For example, it's understood that the three were supposed to have paid a total of $300 million for the rights to the 1982 season, although that payment was reduced by about one-third, sources confide. This year, the combined TV network total will probably be in the $300-million range, perhaps a little more, while year three should see the networks paying close to the average annual value of $414 million.

While the structure of NCAA football television coverage, in the long term, remains in question, the status quo has been preserved for the 1983 season. Several weeks ago Supreme Court Justice Byron White granted an emergency request filed by the NCAA for a stay of a previous ruling by the 10th Circuit Court of Appeals that NCAA television contracts with CBS, ABC and Turner Broadcasting System violated antitrust laws (BROADCASTING, July 25). The stay will remain in effect until the court decides next term whether to hear the NCAA's appeal of the 10th circuit ruling, and if so, until the high court hands down its decision. And since the court's decision to hear the case won't come until October at the earliest, well into the 1983 college football season, most observers believe the entire season will be played out under the existing NCAA television coverage plan.

As the contracts now stand, both ABC and CBS will each pay the NCAA $131.75 million over the four seasons from 1982 through 1985, or close to $33 million per year on average. TBS is entering the second year of a two-year contract with the NCAA, valued at $17.6 million.

Included in the total rights figure is more than $15 million that will be paid to the United States Football League for coverage of its second season which begins in the spring of 1984. ABC will have the exclusive over-the-air rights (and exclusive television rights to playoff and championship action) for the upcoming season, for which it has agreed to pay $9 million. ESPN has the exclusive cable rights for which it will pay $5.5 million. ABC Radio will pay $625,000 for the USFL network radio rights.

On the radio side, ABC, CBS, Mutual and NBC are spending about what they did last year for the rights to college and pro games—$6 million. More than half of that figure is being paid by CBS, which is entering the last year of a four-year contract with the NFL, valued at $12.1 million, or $3.025 million per year.

Next spring may also see the birth of another professional football circuit—the International Football League, which would start play with an initial 12 teams, and would compete head to head (for fans and, viewers) with the USFL. The IFL would play its games from March to July, as does the USFL. The newest league recently announced it is talking with William B. Tanner Co., the Memphis-based media buying service, about a rights deal for which the league is asking $21 million (BROADCASTING, Aug. 1).

Cable television networks will be paying about $16 million in all for the rights to professional and college football games this year. Most of that is being shelled out by TBS ($8.8 million) for its NCAA games and ESPN ($5.5 million) for coverage of the USFL, although the latter will also be providing coverage of Canadian football and some college games as well. The USA Cable Network will also carry college games, perhaps 15 or 20 in all, but significantly fewer than it showed last year. The ESPN and USA college games will be shown on a tape-delayed basis.

Rights payments for local radio and delayed TV broadcasts for major college games will total about $10.6 million this year.

Here's how the networks plan to use what they've bought for the 1982 season:

■ ABC-TV opened its fall football season July 30 with the annual AFC-NFC Hall of Fame Game, between the Pittsburgh Steelers and the New Orleans Saints, in Canton, Ohio. ABC also has two other preseason

Network Lineups

ABC-TV

Pro Hall of Fame Game	July 30
NFL preseason	Aug. 12, 19
NCAA	Starts Sept. 3
NFL Monday Night Football	Starts Sept. 5
NFL primetime mini-series	Starts Sept. 8
Gator Bowl	Dec. 30
Sugar Bowl	Jan. 2
Pro Bowl	Jan. 29

CBS-TV

NFC preseason	Aug. 18, 20, 27
NFC regular season	Starts Sept. 4
NCAA games	Starts Sept. 17
Sun Bowl	Dec. 24
Blue-Gray game	Dec. 25
NFC playoffs	Dec. 26, 31, Jan. 1
Peach Bowl	Dec. 30
Cotton Bowl	Jan. 2
NFC championship	Jan. 8
Super Bowl	Jan. 22

NBC-TV

AFC preseason	Aug. 14, 20, 26
AFC regular season	Starts Sept. 4
AFC playoffs	Dec. 24, 31, Jan. 1
Fiesta Bowl	Jan. 2
Rose Bowl	Jan. 2
Orange Bowl	Jan. 2
Hula Bowl	Jan. 7
AFC championship	Jan. 8

CBS Radio

Package of 37 NFL games including Monday-night games and others, and all post-season games starts Sept. 5

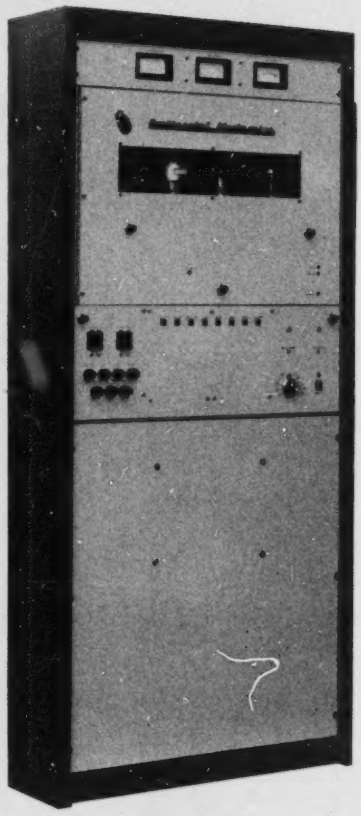
Kickoff Classic	Aug. 29
Sun Bowl	Jan. 2
Cotton Bowl	Jan. 2
Senior Bowl	Jan. 14

Mutual Radio

Notre Dame games and other major games	Start Sept. 3
NFL games	Start Sept. 4
Army-Navy game	Nov. 25
Holiday Bowl	Dec. 23
Liberty Bowl	Dec. 29
Gator Bowl	Dec. 30
Hall of Fame classic	Dec. 28
Sugar Bowl	Jan. 2

NBC Radio

Fiesta Bowl	Jan. 2
Rose Bowl	Jan. 2
Orange Bowl	Jan. 2



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games: the Pittsburgh Steelers against the New York Giants, Friday (Aug. 12) at 8 p.m. NYT, and a rematch of last year's Super Bowl battlers, Washington Redskins and Miami Dolphins, a week later, Aug. 19, also starting at 8 p.m.

ABC's 16-game *NFL Monday Night Football* schedule opens Sept. 5 with Dallas at Washington (all Monday night games start at 9). The Monday-night series will be augmented, as last year, by five other prime time games. The first, on Thursday, Sept. 8, is San Francisco at Minnesota. The others are set for Thursday, Sept. 15; Sunday, Oct. 23; Thursday, Dec. 1, and Friday, Dec. 16.

ABC's college schedule opens Saturday, Sept. 3, with Georgia vs. UCLA (9 p.m. NYT). The schedule will include 35 regional or national NCAA Division I-A games, with each market receiving 14 games throughout the regular season. Among games scheduled thus far are Army-Navy on Friday, Nov. 25 (2:30 p.m. NYT), to be played this year for the first time in the Rose Bowl in Pasadena, Calif.; Texas at Texas A&M, Saturday, Nov. 26 (noon NYT), and Alabama-Auburn, Saturday, Dec. 3 (3:30 p.m.).

ABC also has three bowl games again this season: the Gator Bowl on Friday, Dec. 30, in prime time, although the exact hour has not been set; the Sugar Bowl on Monday, Jan. 2, at 8 p.m. NYT, and the NFL Pro Bowl, Sunday, Jan. 29, at 4-7 p.m.

ABC officials reported sales going well. The NFL roster was at the 78% sold-out mark two weeks ago, at 30-second prices of $165,000 for multiyear advertisers (up from $150,000 last year), $172,000 for advertisers that were in the NFL package last year but did not sign a multiyear contract, and $185,000 for new advertisers. For ABC's college games, some advertisers signed two-year packages last year, at $60,000 per 30 for both years. New advertisers are charged $66,000, up from approximately $58,000 for last year's one-year-only advertisers.

Among ABC's principal NFL advertisers are Miller beer (through Backer & Spielvogel), Anheuser-Busch (D'Arcy-MacManus & Masius), Datsun (William Esty Co.), Buick (McCann-Erickson), Chevrolet (Campbell-Ewald), Merrill Lynch (Young & Rubicam), Mattel (Ogilvy & Mather) and American Cyanamid (BBDO). Major NCAA advertisers on ABC include Chevrolet, Miller beer and Anheuser-Busch along with Fireman's Fund (Cunningham & Walsh), GM Parts (D'Arcy-MacManus, Masius) and Texaco (Benton & Bowles).

■ CBS-TV opens its 1983 football coverage with three NFL preseason games, starting Thursday, Aug. 18, with the New York Jets and Cincinnati Bengals (9 p.m. NYT). The following Saturday (Aug. 20) CBS will carry Philadelphia-Green Bay (3-6 p.m.) and a week later (Aug. 27) will cover Houston-Dallas (9 p.m.).

CBS's regular season, encompassing 101 games, starts Sunday, Sept. 4, with seven regional broadcasts. Doubleheaders are set for eight Sunday afternoons: Sept. 18 and 25, Oct. 9, 16 and 30, Nov. 13 and 27 and Dec. 1.

CBS's national broadcasts will be on Thanksgiving Day (St. Louis-Dallas, 4 p.m. NYT); Saturday, Dec. 10 (Atlanta-Miami, 4 p.m.), and Saturday, Dec. 17 (New York Giants-Washington Redskins, 12:30 p.m.).

CBS's five-game post-season schedule starts with a first-round playoff Monday, Dec. 26 (time to be announced). Then come the NFC divisional playoffs Saturday, Dec. 31, and Sunday, Jan. 1, leading to the NFC championship game Sunday, Jan. 8. And that, of course, leads to Super Bowl XVIII on Sunday, Jan. 22.

CBS's college football schedule, like ABC's, provides for 35 regional and national broadcasts of NCAA Division I-A games on 14 dates. CBS's will start (game not picked yet) on Saturday, Sept. 17—two weeks later than ABC's, in part because CBS is committed to a golf tournament on Saturday, Sept. 10.

Games for four "special dates" have been designated: Notre Dame-Miami on Saturday, Sept. 24 (9 p.m. NYT), Alabama-Boston College on Friday, Nov. 25 (time not yet set), Oklahoma-Nebraska on Saturday, Nov. 26 (3:30-7 p.m.) and Florida-Florida State on Saturday, Dec. 3 (noon to 4 p.m.).

CBS-TV officials declined to discuss pricing, but informed sources said the price tag for 30-second announcements in the Super Bowl had been set at about $450,000 each, up from $400,000 charged by NBC last January and $345,000 charged by CBS when it had the Super Bowl in 1982 ("Closed Circuit," Aug. 1). Other sources estimated that 30-second prices in NFL games were pegged, on average, at about $140,000 each, up from an estimated $125,000 a year ago, and that those in NCAA games would average $60,000 to $65,000, up from $55,000 to $60,000 last year.
$140,000 each, up from an estimated $125,000 a year ago, and that those in NCAA games would average $60,000 to $65,000, up from $55,000 to $60,000 last year.

■ NBC-TV opens its preseason schedule Sunday (Aug. 14) with an exhibition game between the San Francisco 49ers and New England Patriots, scheduled for 4-7 p.m. NYT. Two other preseason games follow: Pittsburgh vs. Dallas, Saturday, Aug. 20 (9 p.m.-midnight) and Los Angeles vs. Cleveland, Friday, Aug. 26 (8-11 p.m.).

NBC's regular season, totaling 102 games over 16 weeks, begins Sept. 4 with a doubleheader chosen from six regional games, the first to start at 1 p.m. and the second at 4 p.m. Other doubleheaders are set for Sept. 11, Oct. 2 and 23, Nov. 6 and 20, and Dec. 4 and 18, the regular-season windup. National telecasts will include Pittsburgh at Detroit on Thanksgiving Day (Nov. 24), Pittsburgh at New York Jets Dec. 10 and Cincinnati at Minnesota Dec. 17.

NBC's post-season lineup starts with the AFC wild card playoff Dec. 24, followed by the divisional playoffs Dec. 31 and Jan. 1 and the divisional championship Jan. 8.

NBC's 30-second prices to advertisers have been raised 15%-20% over a year ago. The 30-second spots in preseason and regular season games are reported to be more than 65% sold out, at $120,000 per spot, up from $100,000 last season. In the playoff games, 30's are pegged at $200,000 each, up from $175,000 last year, while those in the AFC championship are $250,000, up from

Local radio's pre- and regular-season NFL coverage

Team	Originator	Regional network, games scheduled; rights holder
AFC East		
Baltimore Colts	WCBM Baltimore	Regional net. of 35; Four preseason games and 16 regular season games;station holds rights with Metrosports handling network.
Buffalo Bills	WBEN Buffalo	Regional network of 13; four preseason games and 16 regular season games; station holds rights.
Miami Dolphins	WIOD Miami WQBA-FM Miami (Spanish)	Regional network of 26 stations for WIOD (no regional Spanish network); four preseason games and 16 regular season games; WIOD holds rights.
New England Patriots	WEEI Boston	Regional net. of 32; four preseason games and 16 regular season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four preseason games and 16 regular season games; station holds rights.
AFC Central		
Cincinnati Bengals	WKRC Cincinnati	Regional net. of between 75 and 80; four preseason games and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net of approximately 40; four preseason games and 16 regular season games; station holds rights.
Houston Oilers	KTRH Houston	Mutual Broadcasting System net. of 95; four preseason games and 16 regular season games; Mutual holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual Broadcasting System net. of 100; five preseason games and 16 regular season games; Mutual holds rights.
AFC West		
Denver Broncos	KOA Denver	Regional net. of 45; four preseason games and 16 regular season games; station holds rights.
Kansas City Chiefs	KOMO Kansas City	Mutual Broadcasting net. of 110; four preseason games and 16 regular season games;Mutual holds rights.
Los Angeles Raiders	KRLA Pasadena KTNQ Los Angeles (Spanish)	Regional net. of 25 for KRLA and regional net. of 6 for KTNQ; four preseason games and 16 regular season games each; Bob Speck Productions, Los Angeles, holds radio rights.
San Diego Chargers	KSDO San Diego	Regional net. of 20; four preseason games and 16 regular season games; station holds rights with Metrosports handling network.
Seattle Seahawks	KIRO Seattle	Regional net. of 41; four preseason games and 16 regular season games; station holds rights.
NFC East		
Dallas Cowboys	KRLD Dallas	Texas State Network of 185 stations qriginated by KRLD and regional network of 15 spanish language stations. Four preseason games and 16 regular season games for each network; Metromedia owner of TSN, holds rights for networks and originating station.
New York Giants	WNEW New York	Regional network of 25 to 30; four preseason games and 16 regular season games; station holds rights with Metrosports handling network sales.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four preseason games and 16 regular season games; station holds rights with Metrosports handling network.
St. Louis Cardinals	KMOX St. Louis	Regional network of about 50; four preseason games and 16 regular season games; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of about 100 stations; four preseason games and 16 regular season games; station holds rights with Metrosports handling network.
NFC Central		
Chicago Bears	WBBM Chicago	No regional net.;four preseason games and 16 regular season games; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 28 stations;

Chart continues on page 47

Local radio chart continued from page 44

Team	*Originator*	*Regional network, games scheduled; rights holder*
		four preseason games and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 56; four preseason games and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis	Regional net. of 25; four preseason games and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WDAE Tampa Bay	Regional network of 51; four preseason games and 16 regular season games; station holds rights.
NFC West		
Atlanta Falcons	WGST Atlanta	Mutual Broadcasting System net. of 150; four preseason games and 16 regular season games; Mutual holds rights.
Los Angeles Rams	KMPC Los Angeles KLVE Los Angeles (Spanish)	Regional network of 20 for KMPC; KLVE feeds Spanish broadcasts to one other station; two preseason games and 16 regular season games aired by KMPC and four preseason games and 16 regular season games aired by KLVE; KMPC holds English rights; KLVE holds Spanish rights.
New Orleans Saints	WWL New Orleans	Regional net. of 46; four preseason games and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS San Francisco	Regional net. of 19; four preseason games and 16 regular season games; station holds rights.

$212,500 last year. Major sponsors include Alcoa (Creamer Inc.), Lincoln-Mercury (Young & Rubicam), Chevrolet (Campbell-Ewald), Chrysler (Kenyon & Eckhardt), Mazda (Foote, Cone & Belding), American Motors (Grey Advertising), Stroh's beer (BBDO), Pabst (McCann-Erickson) and Mercedes (McCaffrey & McCall).

NBC-TV has four college bowl games again this season, three on Monday, Jan. 2; the Fiesta at 1:30 p.m., with 30-second spots priced at $90,000 (up from $75,000 a year ago), the Rose at 4:45 p.m., with 30's at $235,000 (up from $212,500) and the Orange at 8 p.m., with 30's at $185,000 (unchanged from last season because, according to NBC sources, last season's Orange Bowl matchup, between Nebraska and Louisiana State, didn't produce ratings to support a price increase now). The Hula Bowl is scheduled for Jan. 7 at 4-7 p.m. and its 30's are priced at $60,000, the same price tag as a year ago when the game was in prime time. NBC sales officials said it's too early to talk about advertiser commitments for the bowl games.

■ CBS Radio Network will begin its sixth consecutive year of NFL coverage with a lineup of 37 games. Scheduled are 27 regular-season games, most of which will air on Monday nights, plus all 10 post-season contests including the AFC and NFC first round playoffs, four divisional title games, two championship games, the Super Bowl and Pro Bowl. Opening the season this year will be Dallas at Washington, Labor Day, Sept. 5, at 8:50 p.m. NYT, followed by San Francisco at Minnesota, the same time Thursday night, Sept. 8. CBS sportscasters Jack Buck and Hank Stram will handle play-by-play and color, respectively.

Sales are brisk, said Michael Ewing, vice president and general manager, CBS Radio Network. Major advertisers thus far include: Anheuser Busch; State Farm Insurance; Ford; Ford Motorcraft; General Motors (Buick); Honda; Travelodge; Union Carbide and CBS Television. The network offers advertisers either full or part sponsorship of games, according to Ewing.

CBS Radio is also airing four special football programs: *Pro Football Hall of Fame*

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Local TV preseason NFL coverage *

Team	Originator	Regional network, games scheduled; rights holder
AFC East		
Baltimore Colts	WMAR-TV	Four live preseason games; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional network of two; two live preseason games; station holds rights.
Miami Dolphins	WCIX-TV Miami	Two live games and one tape-delayed game which are fed to one other station; station holds rights.
New England Patriots	WNEV-TV Boston	Three live games; station holds rights.
New York Jets	WNEW-TV New York	Two games, one live, one tape-delayed; station holds rights.
AFC Central		
Cincinnati Bengals	WLWT Cincinnati	Regional net of three stations; two live games, one tape-delayed; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Three live games; station holds rights.
Houston Oilers	KPRC-TV Houston KRIV-TV Houston	KPRC-TV will carry two games and KRIV-TV one game. Stations hold rights.
Pittsburgh Steelers	WPXI Pittsburgh	Regional network of three; two live games; station holds rights.
AFC West		
Denver Broncos	KOA-TV Denver	Three live games and one tape-delayed game; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Four live games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX Los Angeles (Spanish)	Three live games each, if sold out, otherwise tape delayed; Bob Speck Productions, Los Angeles, holds TV rights (for both English and Spanish languages).
San Diego Chargers	KGTV San Diego	Four live games, if sold out, otherwise tape delayed; station holds rights.
Seattle Seahawks	KING-TV Seattle	Four live games, station holds rights.

Team	Originator	Regional network, games scheduled; rights holder
NFC East		
Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	Two live games, if sold out, otherwise tape delayed; Lyerly Products, Austin, holds rights.
New York Giants	WPIX New York	Three tape-delayed games; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	Three league games, if sold out, otherwise tape delayed; station holds rights.
St. Louis Cardinals	KSDK-TV St. Louis	Two live games and two tape-delayed games; Anheuser Busch holds rights.
Washington Redskins	WJLA-TV Washington	Two live games and one tape-delayed game; station holds rights.
NFC Central		
Chicago Bears	WBBM-TV Chicago	Four live games; station holds; rights..
Detroit Lions	WJBK-TV Detroit	Two live and two tape delayed games; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Regional net of four, three live games (but tape-delayed on some stations); station holds rights.
Minnesota Vikings	WCCO-TV Minneapolis	Regional network of two; two live games; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa Bay	One live game and three tape-delayed games, which are fed to one other station; station holds rights.
NFC West		
Atlanta Falcons	WAGA-TV Atlanta	Four live games (assuming two home games are sold out, otherwise tape delayed); station holds rights.
Los Angeles Rams	KNXT Los Angeles	Four live games (team is seeking waiver of blackout rule should home games not sell out); station holds rights.
New Orleans Saints	WWL-TV New Orleans	Regional network of three; two live games and two tape-delayed games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Three live games (assuming two home games sell out, otherwise tape delayed; station holds rights.

* Although there is no official ban on the formation of regional networks for preseason television coverage, networking of those games is discouraged by the NFL, according to several station rights holders around the league. Regional networks are discouraged so that viewership of preseason coverage provided by CBS and NBC is not diluted. Unless otherwise noted, local stations do not network preseason games they have the rights to.

Reports, July 30; *NFL 1983 Preview*, Aug. 29-Sept. 3 (six segments); *The Cotton Bowl Preview*, Jan. 1, 1984, and the *NFL Super Bowl XVIII Special* (16 segments), Jan. 21-22.

■ Mutual is offering its affiliates, for the first time, NFL doubleheaders for the 16-game regular season ("Riding Gain," July 11) beginning Sept. 4 with Miami at Buffalo, 12:45 p.m. NYT and the N.Y. Jets at San Diego at 3:45 p.m. The games, which will air the same times each Sunday, are expected to be sold out with a "closing rush" by Sept. 1, according to a Mutual spokesman. Major sponsors for the NFL Sunday package thus far include: Anheuser-Busch (Budweiser), International Harvester, Haggar Slacks, Ford Motorcraft and Tru-Value Hardware Stores. Named as the play-by-play and color team for the doubleheaders are sportscaster Tony Roberts and former Los Angeles Rams coach Ray Malavasi along with sportscaster Mel Procter and former Pittsburgh Steeler linebacker Jack Ham.

Additionally, Mutual has rights for four regional networks covering the Pittsburgh Steelers, Kansas City Chiefs, Houston Oilers and Atlanta Falcons. Advertisers buying spots exclusively on a regional network basis include Gulf Oil and Goodies Headache Powder.

■ For its collegiate coverage, CBS Radio has added the Kickoff Classic, Aug. 29, to its 1983 schedule. This new, annual game will pit preseason favorite Nebraska against Penn State, the 1982 national champion ("Riding Gain," June 13). Completing the college football game lineup for CBS are the Sun Bowl, Dec. 24; Cotton Bowl, Jan. 2, and Senior Bowl, Jan. 14.

■ Mutual's college coverage will again include Notre Dame's football. Plans call for 11 Notre Dame games beginning Sept. 10 along with nine "randomly selected" major college football match-ups starting Sept. 3. And Mutual's annual lineup of college football events reads as follows: Army-Navy game, Nov. 25; Holiday Bowl, Dec. 23; Hall of Fame Classic, Dec. 28; Liberty Bowl, Dec. 29; Gator Bowl, Dec. 30, and the Sugar Bowl, Jan. 2.

■ ABC Radio has just ended its first year of a two-year deal for coverage of USFL football clearing it twice weekly over 200 stations for network broadcast of different games. Major advertisers included: Stroh's Beer, Delco Electronics, and Warner-Lambert (Schick).

■ NBC Radio's football coverage includes three college bowl games all slated to air Jan. 2: Fiesta Bowl, Rose Bowl and Orange Bowl.

For the majority of stations with rights to local games of NFL teams, the sales picture appears to be bright. And even the small handful which have reported some softness in sales up to this point, perhaps as a result of last year's strike, remained confident that they would be sold out or just about sold out by game time.

In Cincinnati, Bob Krieghoff, general sales manager of TV rights holder WLWT(TV), said sales were running ahead of last year's pace, with major sponsors including Anheuser-Busch, Toyota dealers and Blue Cross. Harold Calvin, vice president and general manager of radio originator WKRC(AM), said that two weeks ago he had only "a couple of participations" left to sell. Major sponsors for that station include Budweiser and Chevrolet.

In Cleveland, John Llewellyn, station manager at TV originator WKYC-TV, said sales for this year's preseason Browns games were ahead of last year. McDonald's and Genesee beer are among that station's major sponsors. Ron Jones, general manager of radio rights holder WHK(AM), described sales as "pretty good—comparable to last year's," with Budweiser, Honda and a number of local advertisers as major radio sponsors.

In Detroit, Jim Long, manager of WJR(AM), radio originator for the Lions seemed confident that sales would exceed last year's levels. He identified Ford, Anheuser-Busch, Farmer's Insurance, Tru-Value Hardware, the Big Boy hamburger chain and Century 21 as major advertisers. Bill Flynn, vice president and general manager of WJBK-TV Detroit, also reported his station's sale of four preseason games going well of the major advertisers, he said, Stroh's beer is the biggest.

At WTMJ(AM) Milwaukee, going into its 52d year as the Green Bay Packers radio flagship, general manager Steve Smith reported sales strong, with major sponsors including Pabst, Ford dealers, Tru-Value Hardware, John Deere, Wisconsin Telephone and Hillshire Farms. On the Packer's television side, WBAY-TV Green Bay's Richard Millhiser described sales as "good" with availabilities about 80% sold as of two weeks ago. Pabst, Toyota, MSI Insurance and Tru-Value Hardware are among the major advertisers.

KCMO(AM) Kansas City's Steve Shannon said that station has sold about 60% of the time available for the Chiefs and that the football schedule would be sold out by the time the season begins. Major sponsors for the station include Getty Oil, MCI, Uniroyal, Chrysler, TWA, Mercantile Bank Corp. and Frito-Lay. Pat North, general sales manager at KCTV(TV) Kansas City, reports that sales for available time during the preseason Chiefs games are "moving briskly," with about 60% of the spots sold. Sponsors, he said, include Budweiser, Ford, Getty Oil and Emery Air Freight.

Harold Deutsch, vice president and general manager of WCBM(AM) Baltimore, reported that about 75% of the Colts schedule has been sold. Sponsors include Honda, People Express, Miller Brewing Co. and Maryland National Bank. Arnie Kleiner, vice president and general manager of WMAR-TV, said that sales for the Colts preseason games were running ahead of last year. He cited Toyota and Pabst beer as major sponsors.

At WIP(AM) Philadelphia, general sales manager Bill Burns said that about 80% of the Eagles schedule was sold (about the same percentage that was sold a year ago at this time) with major sponsors including TWA, Budweiser, Honda, Getty Oil, Frito Lay and MAB Paints.

About 80% of the radio time has also been sold by the New England Patriots radio originator WEEI(AM) Boston, according to Steven Knowles, the station's general sales manager. Advertisers include Anheuser-Busch, Honda, TWA and Gulf Oil and a number of local advertisers. The Patriots have a new TV originator this year—WNEV-TV Boston, replacing WBZ-TV Boston. Fred Petrosino, vice president, sales, WNEV-TV, said that sponsors of the preseason Patriots game this year include AMC Flash Jeep, Stroh's beer and Stop & Shop supermarkets.

Sales for both radio and TV coverage of the Buffalo Bills have been running ahead of those for last year, according to Larry Lovito, president, WBEN(AM) Buffalo, and Philip Beuth, vice president, general manager, WKBW-TV Buffalo. Radio sponsors include Chevrolet, Budweiser, People Express Airlines, M&T Bank, Bells supermarkets and Hills department stores. Television sponsors include Genesee beer, Emery Air Freight and an AMC local dealership.

A better record for the Miami Dolphins last season has attracted coverage this season by the biggest radio network (26 stations) since the team dominated the NFL in the mid-1970's. WIOD(AM) Miami national sales manager, Phil Costin, said Chevrolet, Anheuser-Busch, Chevron, Eastern Airlines and Ryder Trucks are returning as major sponsors on the network, which for the first time this year will be satellite-fed. TV coverage of Dolphin preseason games has moved to WCIX-TV this year from previous rights holder WPLG(TV). Budweiser beer and Burger King are major game sponsors while Ford and Stroh's are sponsoring the station's one-hour pregame show.

New York is represented by two NFL teams—the Giants and the Jets. Jack Thayer, vice president and general manager of

What major schools get from local-regional radio and local TV

Conference	Teams	Radio Stations	TV Stations	Total Rights
Atlantic Coast	8	330	9	704,000
Big Eight	8	314	9	2,189,000
Big Ten	10	313	24	817,450
Mid American	10	37	3	26,150
PCAA	8	30	-	100,000
Pac 10	10	154	14	1,473,900
Southeastern	10	691	52	1,439,500
Southwest	9	190	3	1,509,000*
Western Atheletic	9	85	11	378,000
Independ./others	52	780	190	1,951,600
Totals:	135	2,924	318	10,583,600

*Includes $1.5 million in advertising revenues team anticipates from its own radio network.

WNEW(AM) New York, the Giants radio originator, indicated that sales "are ahead" of last year. He said spots should be sold out by the time the regular season starts. Major advertisers include TWA, Anheuser-Busch, Manufacturers Hanover Trust and Nabisco. WNEW has originated Giants football for the past 23 years. On television for the Giants, WPIX(TV) New York has tapped Miller beer as a sponsor for tape-delayed broadcasts of three preseason contests.

New York Jets football appears to be attracting more ad dollars this season after the team's winning peformance last year. Business for WCBS(AM) New York, according to the station's vice president and general manager, James McQuade, is up 40% compared to a year ago. McQuade reports Nissan Motors/Datsun, Gulf Oil, Manufacturers Hanover Trust and the New York Racing Association as among the major sponsors for season coverage. On the television side, sales this season are described as "very brisk" by Charles (Bud) Meehan, the station's vice president and general manager. Major advertisers include Miller beer, Amoco Gas & Oil and Procter & Gamble.

"Selling the world champions was easy this year," said John Long, sales manager at WJLA-TV Washington, which originates the Redskins preseason games. Advertisers include Toyota, Stroh's, Midas Muffler, Pizza Hut and AMC Jeep/Renault. The Redskins are also sold out on the radio side, where WMAL(AM) originates the games. Sponsors include Anheuser-Busch, Chevrolet, Mobil, TWA, Kodak, McDonald's and Riggs Bank.

In Pittsburgh, Pat Gmiter, vice president and general manager of WPXI(TV), said sales "are not in bad shape," and that he expects 75% of availabilities to be presold with 25% left open for "last-minute" buyers. Sponsors for the preseason Steelers games include Iron City Beer and Pittsburgh National Bank. WTAE(AM) has the radio rights and will broadcast four Steelers preseason games plus the July 30 Hall of Fame game between the Steelers and the New Orleans Saints. It will also carry the 16-game regular schedule. Sponsors include People Express, Pittsburgh National Bank, Bailey's Juice Products and the Foodland supermarket chain.

Sports syndicators and resale carriers reported the following activity for the upcoming season:

■ Metrosports is putting together the radio networks for the Washington Redskins, Philadelphia Eagles, Baltimore Colts, New York Giants and San Diego Chargers. And it holds the broadcast and cable rights to the University of Maryland games, for which it will put together, for the first time, two separate networks, with flagship stations in Washington (WMAL) and Baltimore (WFBR). It also produces delayed-telecast packages of Notre Dame and UCLA football, both of which will be seen on ESPN this season. The Notre Dame package also will be seen on television stations covering perhaps 60% of the U.S. It will also syndicate the Aloha Bowl (played in Honolulu, Dec. 26) to TV and radio broadcasters and ESPN.

■ Katz Sports will syndicate the first annual Kickoff Classic, the opening game of the 1983 college football season, to be played at Giants Stadium in Rutherford, N.J., on Aug. 29 between Penn State and Nebraska. Katz has cleared over 170 stations, reaching 92% of the country. Katz will also syndicate and produce the 25th annual Liberty Bowl on Dec. 29.

■ David Halberstam, manager of sports sales, Katz Radio, estimated that spot radio sales for football coverage will remain about the same as last season. He stressed that business varies from market to market. Halberstam said the base for radio advertising of sports remains small and the mission is to attract new advertisers. For this season, he cited such newcomers as Western Auto stores, Sentry Insurance and People Express and said that Honda is investing more heavily than in the past. He noted that airlines have not been as active as in past years.

■ Mizlou Productions, New York, has put together a schedule of six bowl games this season, consisting of the Independence Bowl on Dec. 10 (8 p.m. NYT); Cotton Bowl on Dec. 17 (4 p.m. NYT); Florida Citrus Bowl (formerly Tangerine Bowl) on Dec. 17 (8 p.m. NYT); Holiday Bowl on Dec. 22 (9 p.m. NYT); Blue Bonnet Bowl on Dec. 31 (8 p.m. NYT), and Senior Bowl on Jan. 14 (1 p.m. NYT). Mizlou will be presenting two one-hour specials this season—*History of the Forward Pass* during Thanksgiving period and *Bowl Game Preview* on Dec. 3.

■ Bri/Ter Television Sales is syndicating a new one-hour sports special, *The Final Cut*, which will be available Sept. 1 to coincide with the start of the regular professional football season. The program has cleared 40 markets and aims to clear 100 by Labor Day weekend, said Bri/Ter President Terry Lynch. The special takes an in-depth look at the rookie players hoping to make it in the NFL.

■ Pro Sports Entertainment of New York will again offer two television football series as well as an expanded number of special features. Already clearing nearly 100 stations are *NFL Week in Review*, a 22-week half hour highlight program, and *NFL Pro Magazine* (formerly *NFL Weekly Magazine*), a 21-week half hour features show. Returning as major sponsors are Mazda and Coors beer. Tony Vella, vice president of station sales for Pro Sports, says the company guarantees advertisers 70% coverage of television households nationwide.

Special programing packages include: *NFL's Best Ever*, three one-hour programs airing through the end of September and highlighting major players of the game over the past 25 years; *Super Bowl VII Highlights*, a half-hour program available through the end of the year; *MVP... Most Valuable Players*, a 30-minute show spotlighting six current NFL players, available through the end of September, and *Miller Presents... NFL Man of the the Year*, a half-hour special examining players' contributions to their communities, available September to December. *Super Bowl VII Highlights* and *MVP... Most Valuable Players* are being sponsored in part by the U.S. Navy.

Pro Sports Entertainment also plans to present a new annual season wrap-up in January called *Super Stars of the Super Bowl*, highlighting the past 17 contests.

■ Wold Communications, Los Angeles, reported brisk business in arranging for transmissions of NFL games and will handle the networking for 18 clubs on radio and eight on television. The radio end covers all preseason and regular games, while TV is restricted to the preseason contests only. The radio total is about the same as last year, while television is up slightly. Wold is still in negotiations for college football and expects to release information in a few weeks. The company, in association with Metrosports, will handle transmission of *Notre Dame Highlights*, a one-hour weekly show of tape origination and tape playback.

On the cable side, both ESPN and WTBS(TV) Atlanta will originate about as much football as they did last year. USA Cable Network, however, is reducing the number of college games it will carry for the coming season.

ESPN's Canadian football coverage began on July 8, and will consist of 35 games, mostly live, including the championship Grey Cup game on Nov. 27. CFL sponsors include Anheuser-Busch, Timex, Kodak, Bic, Quantas and United Airlines. Rates vary according to daypart, but the range is $700 per 30-second for a tape-delayed game not shown in prime time to $4,000 per 30-second for a live prime time game in the fourth quarter (October-December). Assuming that the NCAA constracts with the networks remain in force, ESPN will carry two tape-delayed college games each weekend, including the entire Notre Dame schedule and a number of UCLA games (both packages are being put together by Metrosports). ESPN also will air, on a tape-delayed basis, the Rose Bowl; seven live bowl games, including the Aloha Bowl (Metrosports), and Mizlou presentations of the Florida Citrus, Independence, California, Holiday and Blue Bonnet bowls. The network owns the rights to the Senior Bowl. Sponsors and rates for college play are similar to the network's CFL coverage.

Next spring ESPN will carry, for the second year, 34 USFL games, on Monday and Saturday nights. The rate for a 30-second spot during live USFL coverage will be the same as last year—$10,800. Sponsors include Anheuser-Busch, Mennen, Ford, GM Trucks and Mattel.

WTBS is entering the second year of a two-year contract with the NCAA, giving it the rights to 19 games. Sponsors include Chevrolet, Panasonic and A.C. Delco. For the first time WTBS has acquired the rights to the Hall of Fame Bowl, which will air Dec. 22 at 8 p.m. In all likelihood, that bowl game will be syndicated as a Turner Network Television presentation to over-the-air broadcasters in the same manner that TBS syndicated last year's Georgetown-Virginia college basketball game.

USA is cutting back its tape-delayed football coverage from the 55 games it had last year to 15 or 20 this year. A USA spokesman explained that while viewers have expressed some interest in college football, "it was not enough to justify all the games we were doing." USA college football spots are priced at about $2,200 per 30 second. Sponsors include Levi Strauss, Mobil Oil, Duracell, CRC Chemicals and Cinemax. □

A side-by-side comparison of network compensation

Network affiliates association gathers data on rates paid by the three TV networks

A rare side-by-side look at the TV networks' affiliate compensation rate structures, market by market, is provided in comparisons developed primarily from affiliation contracts on file with the FCC.

The basic work was done by researchers for the ABC-TV Affiliates Association after most ABC affiliates indicated a willingness to participate by submitting information on their own ABC hourly rates. The results were circulated among the affiliates at their annual meeting last spring (BROADCASTING, May 16).

The idea, according to association leaders, was to let ABC stations that participated in the study know how their rates stacked up against those of NBC and CBS affiliates in their markets, or against those of affiliates in other markets. Those that thought they were being underpaid could then, if they wished, use the information in individual rate negotiations with ABC. But that, leaders emphasized, would be a question for each affiliate to decide for itself, because the association does not and cannot legally negotiate rates.

The material developed by the association's researchers was extensive, but it also contained holes—and other weaknesses, too, association leaders said. Some 20 affiliates, for example, did not submit their own network rates. For those markets, the association made no attempt to compile CBS and NBC affiliates' network rates. In many other markets, contract information for one or more stations could not be located in the FCC files. In other cases, according to association leaders, it was found and reported although it seemed likely to be out of date, and in some cases the researchers used alternative sources of information that also might be out of date.

BROADCASTING undertook to plug the holes in the association's report. Reporters searching the FCC files were able to compile information for all affiliates in virtually all of the 20 markets whose ABC affiliates did not participate in the association's study. But BROADCASTING's reporters encountered many of the problems that the association's researchers did: inability to find any contracts at all in many cases and uncertainty about the currency of others.

The result of BROADCASTING's research and highlights of the ABC association's report are combined in the chart below.

The comparisons show wide swings in the network rates in many markets. They also indicate that, on the whole in competitive markets, NBC tends to pay higher hourly rates than ABC or CBS, and that ABC tends to be the rates leader much less often than either of the others. Thus, in 134 three-network markets on which rate information is available for all three affiliates, NBC's rate is the highest in 67 markets. CBS's is highest in 46 markets and ABC's is in 25 (the figures include ties).

The differences may be offset in some cases by the fact that, according to this information, NBC generally pays its affiliates 30% of their network hourly rate for carrying network programs in the 6-11 p.m. period, while ABC and CBS generally pay 32%. (The percentages for other dayparts are generally lower.)

Some observers feel that one factor in NBC's tendency to assign higher hourly rates to its affiliates is its long tenure in third place in the three-network ratings race—that in some cases it must pay more or feels it must, to retain affiliations. On the other hand, the comparatively few instances in which ABC's is the highest rate in the market would not seem to corroborate claims that ABC's success in winning new affiliates in recent years resulted as much from aggressive compensation policies as from improved program ratings.

Many factors figure in the determination of an affiliate's network hourly rate. Theoretically, at least, it is supposed to reflect the affiliate's delivery of audiences for network programing. This may be influenced by other considerations, such as physical coverage, or a U competing with two V's; whether a station's local programing, particularly its news, is above or below par for the market, and whether a station is given to frequent pre-emptions of network programs. A station's standing in its community may make it a desirable affiliate in some cases, apart from its ratings. A long-standing "good" relationship between an affiliate and its network may be taken into account. The availability of other stations in the market may strengthen a network's hand; a lack of comparable alternatives may similarly weaken it. The compensation terms in the original affiliation deal may have a carryover effect, keeping them relatively low if they started low or relatively high if they started that way. Finally, it all comes down to negotiations between network and station—and which has the stronger arguments or alternatives.

Thus while the compensation bases for all three affiliates are comparable in many markets, in many they are not. In the first market on the list, Abilene, Tex., for instance, the CBS affiliate is shown with an hourly rate of $158, while the ABC affiliate's is $550, and the NBC affiliate's $800. The CBS affiliate is a U, the other two are V's. In Columbia, S.C., as another example, the NBC affiliate, a V, is shown with a hourly rate of $3,000 while the ABC and CBS affiliates, both U's, have $300 and $292 respectively.

In Philadelphia, the CBS-owned station has the lowest network hourly rate, $4,000. The ABC affiliate's is $5,500, the NBC affiliate's $4,233.

Rates for other CBS O&O's, and for all NBC O&O's, could not be found in the FCC files. Network hourly rates for ABC O&O's were reported as follows: WABC-TV New York $9,700; KABC-TV Los Angeles, $5,500; KGO-TV San Francisco $3,200; WLS-TV Chicago $5,100, and WXYZ-TV Detroit $3,600.

The tables below follow the format of the ABC affiliates' report, but with two columns deleted. One gave the date of the contract found in the FCC files. The other gave the percentage of the hourly rate paid in each case by the network for carriage of network programing in the 6-11 p.m. period. These percentages in most cases were 32% for both ABC and CBS affiliates and 30% for NBC affiliates, but there were exceptions.

Among the exceptions: CBS is shown as paying 40% to affiliates in Boston and San Diego; 36% to affiliates in Ames, Iowa; Charlotte, N.C.; Grand Rapids, Mich., and Cape Girardeau, Mo.; and 35% to affiliates in Lexington Ky., and Toledo, Ohio, while NBC is shown as paying 37% to its affiliate in Seattle. □

City/station	Network	hourly rate
Abilene-Sweetwater Tex.		
KTXS-TV	(ABC)	$550
KTAB-TV	(CBS)	158
KRBC-TV	(NBC)	800
Albany, Ga.		
WALB-TV	(NBC)	1,250
Albany-Schenectady-Troy N.Y.		
WTEN(TV)	(ABC)	2,450
WRGB(TV)	(CBS)	2,550
WNYT(TV)	(NBC)	1,850
Albuquerque, N.M.		
KOAT-TV	(ABC)	850
KGGM-TV	(CBS)	609
KOB-TV	(NBC)	750
Alexandria, La.		
KALB-TV	(NBC)	1,000
Alexandria, Minn.		
KCMT	(CBS)	1,000
Alpena, Mich.		
WBKB-TV	(CBS)	125
Amarillo, Tex.		
KVII-TV	(ABC)	600
KFDA-TV	(CBS)	500
KAMR-TV	(NBC)	988
Anchorage		
KIMO(TV)	(ABC)	150
KTVA(TV)	(CBS)	247
KTUU-TV	(NBC)	273

City/station	Network	hourly rate
Anniston, Ala.		
WHMA-TV	(CBS)	172
Ardmore-Ada, Okla.		
KTEN-TV	(ABC)	275
KXII(TV)	(CBS & NBC)	700
Asheville, N.C. Greenville-Spartanburg, S.C.		
WLOS-TV	(ABC)	1,300
WSPA-TV	(CBS)	1,900
WFBC-TV	(NBC)	2,450
Atlanta		
WSB-TV	(ABC)	3,000
WAGA-TV	(CBS)	1,706
WXIA-TV	(NBC)	2,400
Augusta, Ga.		
WJBF(TV)	(ABC)	1,075
WRDW-TV	(CBS)	1,050
WAGT(TV)	(NBC)	195
Austin, Tex.		
KVUE-TV	(ABC)	500
KTBC-TV	(CBS)	1,000
KTVV(TV)	(NBC)	350
Bakersfield, Calif.		
KBAK-TV	(ABC)	771
KPWR-TV	(CBS)	275
KERO-TV	(NBC)	800
Baltimore		
WJZ-TV	(ABC)	2,325
WBAL-TV	(CBS)	2,409
WMAR-TV	(NBC)	2,200
Bangor, Me.		
WVII-TV	(ABC)	225
WABI-TV	(CBS)	978
WLBZ-TV	(NBC)	516
Baton Rouge, La.		
WBRZ(TV)	(ABC)	1650
WAFB-TV	(CBS)	1460
WRBT(TV)	(NBC)	425
Beaumont-Port Arthur, Tex.		
KBMT(TV)	(ABC)	425
KFDM-TV	(CBS)	850
KJAC-TV	(NBC)	625
Bend, Ore.		
KTVZ	(NBC)	241
Billings-Harding, Mont.		
KULR-TV	(ABC)	700
KTVQ-TV	(CBS)	700
KOUS-TV	(NBC)	115
Biloxi-Gulfport- Pascagoula, Miss.		
WLOX-TV	(ABC)	375
Binghamton, N.Y.		
WMGC-TV	(ABC)	200
WBNG-TV	(CBS)	1,653
WICZ-TV	(NBC)	350
Birmingham, Ala.		
WBRC-TV	(ABC)	2150
WBMG(TV)	(CBS)	545
WVTM-TV	(NBC)	2650
Bluefield Beckley-Oak Hill, W. Va.		
WOAY-TV	(ABC)	275
WVVA-TV	(CBS)	935
Boise, Idaho		
KIVI(TV)	(ABC)	350
KBCI-TV	(CBS)	475
KTVB(TV)	(NBC)	1,200
Boston		
WCVB-TV	(ABC)	3,800
WMUR-TV	(ABC)	300
WNEV-TV	(CBS)	3,653
WBZ-TV	(NBC)	3,700
Bowling Green, Ky.		
WBKO-TV	(ABC)	300
Bristol, Va.-Kingsport-Johnson City, Tenn.		
WKPT-TV	(ABC)	300
WJHL-TV	(CBS)	935
WCYB-TV	(NBC)	1,450
Buffalo, N.Y.		
WKBW-TV	(ABC)	2,050
WIVB-TV	(CBS)	1,871
WGR-TV	(NBC)	1,981
Burlington, Vt.-Plattsburg, N.Y.		
WVNY(TV)	(ABC)	225
WCAX-TV	(CBS)	1,135
WPTZ(TV)	(NBC)	1,200
Casper-Riverton, Wyo.		
KTWO-TV	(ABC)	537
KCWY-TV	(CBS)	175
KTNW(TV)	(NBC)	100
Cedar Rapids-Waterloo, Iowa		
KCRG-TV	(ABC)	875
KGAN-TV	(CBS)	925
KWWL-TV	(NBC)	1,157
KDUB-TV	(ABC)	75
Charleston, S.C.		
WCBD-TV	(ABC)	525
WCSC-TV	(CBS)	800
WCIV-TV	(NBC)	550
Charleston-Huntington, W. Va.		
WOWK-TV	(ABC)	1,450
WCHS-TV	(CBS)	1,140
WSAZ(TV)	(NBC)	3,663
Charlotte, N.C.		
WSOC-TV	(ABC)	2,800
WBTV(TV)	(CBS)	3,300
WPCQ-TV	(NBC)	1,400
Chattanooga		
WTVC(TV)	(ABC)	775
WDEF-TV	(CBS)	725
WRCB-TV	(NBC)	1,060
Cheyenne, Wyo.		
KYCU-TV	(CBS)	621
KDUH-TV	(NBC)	241
Chicago		
WLS-TV	(ABC)	5,100
WBBM-TV	(CBS)	4750
WMAQ-TV	(NBC)	4800
Chico-Redding, Calif.		
KRCR-TV	(ABC)	725
KHSL-TV	(CBS)	452
Cincinnati		
WKRC-TV	(ABC)	1,900
WCPO-TV	(CBS)	1,850
WLWT(TV)	(NBC)	2,348
Clarksburg-Weston, W. Va.		
WBOY-TV	(NBC)	688
Cleveland		
WEWS(TV)	(ABC)	3,500
WJKW-TV	(CBS)	2,623
WKYC-TV	(NBC)	N/A
WAKR-TV	(ABC)	200
Colorado Springs-Pueblo, Colo.		
KRDO-TV	(ABC)	500
KKTV(TV)	(CBS)	500
KOAA-TV	(NBC)	402
Columbia-Jefferson City, Mo.		
KOMU-TV	(ABC)	1,450
KRCG(TV)	(CBS)	1,211
KCBJ-TV	(NBC)	300
Columbia, S.C.		
WOLO-TV	(ABC)	300
WLTX(TV)	(CBS)	292
WIS-TV	(NBC)	3,000
Columbus, Ga.		
WTVM(TV)	(ABC)	1,100
WRBL(TV)	(CBS)	1,225
WLTZ(TV)	(NBC)	200
Columbus-Tupelo, Miss.		
WCBI-TV	(CBS)	1,000
WTVA	(NBC)	1,600
Columbus, Ohio		
WTVN-TV	(ABC)	1,450
WBNS-TV	(CBS)	2,035
WCMH-TV	(NBC)	1,575
Corpus Christi, Tex.		
KIII(TV)	(ABC)	450
KZTV(TV)	(CBS)	450
KRIS-TV	(NBC)	450
Dallas-Fort Worth		
WFAA-TV	(ABC)	2,150
KDFW-TV	(CBS)	2,091
KXAS-TV	(NBC)	2,250
Davenport, Iowa-Rock Island-Moline, Ill.		
WQAD-TV	(ABC)	1,000
WHBF-TV	(CBS)	1,050
WOC-TV	(NBC)	1,767
Dayton, Ohio		
WDTN(TV)	(ABC)	2,554
WHIO-TV	(CBS)	3,044
WKEF(TV)	(NBC)	1,210
Denver		
KBTV(TV)	(ABC)	1,700
KMGH-TV	(CBS)	1,169
KOA-TV	(NBC)	1,419
Des Moines-Ames, Iowa		
WOI-TV	(ABC)	800
KCCI-TV	(CBS)	1,618
WHO-TV	(NBC)	1,700
Detroit		
WXYZ-TV	(ABC)	3,600
WJBK-TV	(CBS)	3,317
WDIV(TV)	(NBC)	3,802
Dothan, Ala.		
WDHN-TV	(ABC)	125
WTVY-TV	(CBS)	650
Duluth, Minn.-Superior, Wis.		
WDIO-TV	(ABC)	775
KDLH-TV	(CBS)	1,000
KBJR-TV	(NBC)	800
El Centro, Calif.-Yuma, Ariz.		
KECY-TV	(ABC)	125
KYEL-TV	(NBC)	339
El Paso		
KVIA-TV	(ABC)	425

Bottom Line

Wometco record. Wometco Enterprises reported record net income of $13,027,000 for 24 weeks ended June 18, 10% increase over $11,887,000 for same period in 1982. Revenue was $228,457,000 (4% gain) and $220,277,000, respectively in those periods. Although it trailed both soft-drink bottling and vending arms in revenue, broadcasting was highest in divisional income with $12,712,000 before considerations for unallocated expenses and income taxes. Cable TV also was strong in divisional income with $6,025,000 for 24-week period, but subscription television had $692,000 loss in that period, substantial reversal from $819,000 profit shown in comparable 1982 period. Wometco Enterprises also released figures for 12-week period ended June 18 that showed net income of $8,365,000 on revenues of $121,614,000, exceeding $116,339,000 revenue and $6,713,000 net income during similar period in 1982.

□

Split and payout. Meredith Corp. stockholders have approved three-for-one stock split, to be effective next Friday (Aug. 12). Des Moines, Iowa-based publisher-broadcaster, also announced that, before sale of its KCMO(AM)-KCEZ(FM) Kansas City, Mo., to Fairbanks Broadcasting Co. for $8 million (BROADCASTING, July 4), net earnings for Meredith's fourth quarter were $6,964,000, or $2.23 per share. Sale of radio properties contributed additional $3,802,000, $1.22 per share, to earnings. Earnings in 1982's fourth quarter were $5,443,000 or $1.77 per share, on revenue of $108,590,000, virtually same as revenue of $108,471,000 in fourth quarter of fiscal 1983. For full year, Meredith had revenue of $447,755,000 and net earnings of $29,487,000 (excluding proceeds from sales of radio properties), or $9.45 per share. In preceding year, earnings were $26,924,000, or $8.57 per share, on revenue of $449,143,000.

□

Post's post. Post Corp., Appleton, Wis.-based group of five TV stations and three radio stations, reported earnings increased 30% to $1,631,000, or 89 cents per share, over same period year ago.

□

Gross's gross. Gross Telecasting Inc., Michigan-Wisconsin radio-TV operator, reported second-quarter income of $895,297 on revenue of $3,640,828, compared to income of $652,594 on revenue of $3,352,310 in similar quarter ended June 30, 1982. For six months of 1983, net income was $1,682,278 on revenue of $6,917,594. Gross has sold its WJIM-TV Lansing, Mich., and WKBT(TV) La Crosse, Wis., subject to FCC approval (BROADCASTING, July 25). It retains WJIM-AM-FM Lansing.

□

MCI split. MCI Communications Corp., Washington, announced two-for-one stock split after shareholders had approved increase of company's common shares from 200 million to 400 million. Split is payable Aug. 19 to shareholders of record July 29. MCI on July 12 had reported record revenue of $1.25 billion and record net income of $188.9 million (earnings per share of $1.79) for 12 months ended June 30, 1983, compared to $605.5 million revenue and $112.3 million net income (earnings per share of $1.18) in preceding 12 months. For quarter that just ended, MCI had revenue of $363.8 million, up 96.5% from $185.1 million in same quarter last year. Net income was $54.6 million, up 49.7% from $36.5 million in quarter ended June 30, 1982.

□

Nielsen's numbers. A.C. Nielsen Co. reported for nine months ended May 31, 1983, sales increased 6.3% to $505,140,000 from $474,998,000 year earlier. Net earnings for same period increased 8.1% to $32,850,000, or $1.46 per common share. Company also declared quarterly cash dividend of 17 cents per share on common stock, payable Aug. 1 to shareholders of record July 13.

□

MGM/UA results. MGM/UA Home Entertainment Group Inc., distributor of theatricals to pay television and home video markets, reported earnings of $9,907,000, or 34 cents per share, on revenue of $40,342,000 for third fiscal quarter ended May 31, 1983. For nine months ended May 31, 1983, earnings were $27,991,000, or $1.01 per share, on revenue of $113, 955,000. Company also declared first quarterly cash dividend of 15 cents per share on its common stock, payable Aug. 10 to shareholders of record July 22.

□

Disney's divvy. Walt Disney Productions announced third-quarter earnings for period ended June 30 were $21.4 million, or 61 cents per share, compared to $32.9 million, or $2.17 per share, for same period previous year. Revenue was up, however, from $275.8 million to $358.5 million for quarter, with overall operating income dropping from $67.8 million to $51 million. Decline in earnings was attributed primarily to $21 million write-off associated with movie entitled "Something Wicked This Way Comes," and $13.5 million loss associated with start-up of Disney Channel.

□

Private plus. Private Screenings Inc., New York-based supplier of adult programing to pay TV systems, reported fiscal third-quarter revenue of $377,300 or 44% increase over previous quarter, with earnings of $9,869. Private Screenings, public since May 1982, now has 80 films in its library and is traded OTC.

City/station	Network	hourly rate
KDBC-TV	(CBS)	462
KTSM-TV	(NBC)	536
Elmira, N.Y.		
WENY-TV	(ABC)	175
WETM-TV	(NBC)	satellite
Erie, Pa.		
WJET-TV	(ABC)	500
WSEE(TV)	(CBS)	325
WICU-TV	(NBC)	1,607
Eugene, Ore.		
KEZI-TV	(ABC)	1,000
KVAL-TV	(CBS)	800
KMTR-TV	(NBC)	250
KPIC	(CBS)	satellite
Eureka, Calif.		
KVIQ-TV	(ABC)	425
	(NBC)	226
KIEM-TV	(CBS)	275
	(NBC)	242
Evansville, Ind.		
WTVW(TV)	(ABC)	1,300
WEHT(TV)	(CBS)	450
WFIE-TV	(NBC)	1,100
Fairbanks, Alaska		
KTVF	(CBS)	200
Fargo, N.D.		
KTHI-TV	(ABC)	450
KXJB-TV	(CBS)	537
WDAY-TV	(NBC)	600
WDAZ-TV	(NBC)	250
Farmington, N.M.		
KIVA-TV	(NBC)	130
Flint-Saginaw-Bay City, Mich.		
WJRT-TV	(ABC)	1,550
WEYI-TV	(CBS)	510
WNEM-TV	(NBC)	2,000
Florence, S.C.		
WPDE-TV	(ABC)	200
WBTW-TV	(CBS)	967
Fort Myers-Naples, Fla.		
WEVU(TV)	(ABC)	175
WINK-TV	(CBS)	900
WBBH-TV	(NBC)	705
Fort Smith, Ark.		
KFPW-TV	(ABC)	350
KFSM-TV	(CBS)	1,300
KLMN-TV	(NBC)	225
KTVP-TV	(ABC)	satellite
Fort Wayne, Ind.		
WPTA(TV)	(ABC)	725
WANE-TV	(CBS)	860
WKJG-TV	(NBC)	575
Fresno, Calif.		
KJEO(TV)	(ABC)	600
KFSN-TV	(CBS)	825
KSEE(TV)	(NBC)	900
Gainesville, Fla.		
WCJB-TV	(ABC)	200
Glendive, Mont.		
KXGN-TV	(NBC)	81
	(CBS)	100
Grand Junction, Colo.		
KCJT-TV	(ABC)	250
KREX-TV	(CBS & NBC)	460
Grand Rapids-Kalamazoo-Battle Creek, Mich.		
WZZM-TV	(ABC)	900

City/station	Network	hourly rate
WKZO-TV	(CBS)	2,000
WOTV(TV)	(NBC)	2,150
WUHQ-TV	(ABC)	475
Great Falls, Mont.		
KFFB-TV	(ABC)	700
KRTV-TV	(NBC)	450
Green Bay, Wis.		
WFRV-TV	(ABC)	1,250
WLUK-TV	(CBS)	900
WBAY-TV	(NBC)	950
Greensboro-Winston Salem-High Point, N.C.		
WGHP-TV	(ABC)	1,050
WFMY-TV	(CBS)	1,205
WXII(TV)	(NBC)	1,175
Greenville-New Bern-Washington, N.C.		
WCTI(TV)	(ABC)	325
WNCT-TV	(CBS)	835
WITN-TV	(NBC)	1,350
Greenwood-Greenville, Miss.		
WABG-TV	(ABC)	508
WXVT-TV	(CBS)	150
Guam		
KUAM-TV	(CBS)	100
Hamilton, Bermuda		
ZFB-TV	(ABC)	N/A
Harrisburg-Lancaster-York-Lebanon, Pa.		
WHTM-TV	(ABC)	725
WHP-TV	(CBS)	550
WGAL-TV	(NBC)	3,063
WLYH-TV	(CBS)	405
WSBA-TV	(CBS)	200
Harrisonburg, Va.		
WHSV-TV	(ABC)	700
Hartford-New Haven, Conn.		
WTNH-TV	(ABC)	2,650
WFSB(TV)	(CBS)	4,044
WVIT(TV)	(NBC)	964
Helena, Mont.		
KTVG	(NBC)	125
Hilo, Hawaii		
KHVO-TV	(ABC)	satellite
KGMD-TV	(CBS)	satellite
KHAW-TV	(NBC)	satellite
Honolulu		
KITV(TV)	(ABC)	500
KGMB-TV	(CBS)	700
KHON-TV	(NBC)	500
Houston		
KTRK-TV	(ABC)	2,400
KHOU-TV	(CBS)	2,550
KPRC-TV	(NBC)	2,670
Huntsville-Decatur-Florence, Ala.		
WAAY-TV	(ABC)	650
WHNT-TV	(CBS)	1,210
WAAF(TV)	(NBC)	590
WOWL-TV	(NBC)	250
Idaho Falls-Pocatello, Idaho		
KPVI(TV)	(ABC)	225
KID-TV	(CBS)	400
KIFI-TV	(NBC)	458
Indianapolis		
WRTV(TV)	(ABC)	1,608
WISH-TV	(CBS)	2,400
WTHR(TV)	(NBC)	1,700
Jackson, Miss.		
WAPT(TV)	(ABC)	400
WJTV(TV)	(CBS)	1,100
WLBT(TV)	(NBC)	2,049
Jackson, Tenn.		
WBBJ-TV	(ABC)	425
Jacksonville, Fla.		
WTLV(TV)	(ABC)	2,050
WJXT(TV)	(CBS)	2,150
WJKS-TV	(NBC)	850
Johnstown-Altoona Pa.		
WOPC(TV)	(ABC)	50
WTAJ-TV	(CBS)	1,954
WJAC-TV	(NBC)	1,718
Jonesboro, Ark.		
KAIT-TV	(ABC)	475
Joplin, Mo.-Pittsburg, Kan.		
KODE-TV	(ABC)	800
KOAM-tV	(CBS)	1,590
KSNF(TV)	(NBC)	250
Juneau, Alaska		
KINY-TV	(NBC)	120
Kansas City, Mo.		
KMBC-TV	(ABC)	1,800
KCMO-TV	(CBS)	1,703
WDAF-TV	(NBC)	1,821
Knoxville, Tenn.		
WATE-TV	(ABC)	2,450
WBIR-TV	(CBS)	2,330
WTVK(TV)	(NBC)	600
LaCrosse-Eau Claire, Wis.		
*WXOW-TV	(ABC)	225
WKET-TV	(CBS)	760
WQOW-TV	(ABC)	N/A
WEAU-TV	(NBC)	723
Lafayette, Ind.		
WLFI-TV	(CBS)	220
Lafayette, La.		
KATC(TV)	(ABC)	625
KLFY-TV	(CBS)	1,490
KPLC-TV	(NBC)	360
KPLC-TV	(NBC)	400
Lansing, Mich.		
WJIM-TV	(CBS)	1050
WILX-TV	(NBC)	950
Laredo, Tex.		
KVTV	(CBS)	140
KGNS-TV	(NBC)	145
Las Vegas		
KTNV-TV	(ABC)	425
KLAS-TV	(CBS)	493
KVBC(TV)	(NBC)	450
KFDX-TV	(NBC)	562
Laurel-Hattiesburg, Miss.		
WDAM-TV	(NBC)	775
Lexington, Ky.		
WTVQ-TV	(ABC)	400
WKYT-TV	(CBS)	1,200
WLEX-TV	(NBC)	875
Lima, Ohio		
WLIO	(NBC)	350
Lincoln-Hastings-Kearney, Neb.		
KECI-TV	(NBC)	450
KWNB-TV	(ABC)	satellite
KHGI-TV	(ABC)	600
KOLN-TV	(CBS)	985
KHAS-TV	(NBC)	450
Little Rock, Ark.		
KATV(TV)	(ABC)	950
KTHV(TV)	(CBS)	725
KARK-TV	(NBC)	1,150
Los Angeles		
KABC-TV	(ABC)	5,500
KNXT-TV	(CBS)	N/A
KNBC-TV	(NBC)	N/A
Louisville, Ky.		
WLKY-TV	(ABC)	800
WHAS-TV	(CBS)	2,388
WAVE-TV	(NBC)	3,663
Lubbock, Tex.		
KAMC(TV)	(ABC)	300
KLBK-TV	(CBS)	860
KCBD-TV	(NBC)	1,215
Macon, Ga.		
WGXA(TV)	(ABC)	75
WMAZ-TV	(CBS)	1,035
WCWB-TV	(NBC)	450
Madison, Wis.		
WKOW-TV	(ABC)	450
WISC-TV	(CBS)	975
WMTV-TV	(NBC)	643
Mankato, Minn.		
KEYC-TV	(CBS)	420
Marquette, Mich.		
WLUC-TV	(CBS)	720
McAllen-Brownsville, Tex.		
KRGV-TV	(ABC)	825
KGBT-TV	(CBS)	925
KVEO(TV)	(NBC)	100
Medford, Ore.		
KOTI(TV)	(ABC)	satellite
KOBI(TV)	(ABC)	768
KTVL(TV)	(NBC)	930
	(CBS)	900
Memphis		
WHBQ-TV	(ABC)	1,250
WREG-TV	(CBS)	2,125
WMC-TV	(NBC)	2,143
Meridian, Miss.		
WTOK	(ABC)	1,727
WHTV-TV	(CBS & NBC)	355
Miami		
WPLG(TV)	(ABC)	1,925
WTVJ(TV)	(CBS)	2,177
WCKT(TV)	(NBC)	2,300
Milwaukee		
WISN-TV	(ABC)	1,750
WITI-TV	(CBS)	1,680
WTMJ-TV	(NBC)	2,200
Minneapolis-St. Paul		
KSTP-TV	(ABC)	2,100
WCCO-TV	(CBS)	2,250
WTCN-TV	(NBC)	1,830
Minot-Bismarck-Dickinson, N.D.		
KMOT	(NBC)	118
KXMD-TV	(CBS)	75
KUMV-TV	(NBC)	131
KXMB-TV	(CBS)	198
KFYR-TV	(NBC)	683
KDIX-TV	(CBS)	97
KQCD-TV	(NBC)	80

City/station	Network	hourly rate
Missoula-Butte, Mont.		
KECI-TV	(NBC)	625
KPAX-TV	(ABC)	satellite
KCFW-TV	(CBS)	100
	(NBC)	95
KXLF-TV	(ABC)	1150
KTVM-TV	(NBC)	255
Mobile, Ala.-Pensacola, Fla.		
WEAR-TV	(ABC)	1,050
WKRG-TV	(CBS)	1,875
WALA-TV	(NBC)	925
Monroe, La.-El Dorado, Ark.		
KARD(TV)	(ABC)	88
KNOE-TV	(CBS)	1,285
KTVE(TV)	(NBC)	1,475
Montgomery, Ala.		
WKAB-TV	(ABC)	225
WCOV-TV	(CBS)	225
WSFA-TV	(NBC)	2,900
Nashville		
WNGE(TV)	(ABC)	1,050
WTVF(TV)	(CBS)	2,037
WSMV(TV)	(NBC)	2,070
New Orleans		
WVUE(TV)	(ABC)	1,400
WWL-TV	(CBS)	2,700
WDSU-TV	(NBC)	1,947
New York		
WABC-TV	(ABC)	9,700
WCBS-TV	(CBS)	N/A
WNBC-TV	(NBC)	10,000
Norfolk-Portsmouth-Newport News-Hampton, Va.		
WVEC-TV	(ABC)	1,125
WTKR-TV	(CBS)	1,600
WAVY-TV	(NBC)	1,125
North Platte, Neb.		
KNOP-TV	(NBC)	200
Odessa-Midland, Tex.		
KMID-TV	(ABC)	900
KOSA-TV	(CBS)	770
KTPX-TV	(NBC)	400
Oklahoma City		
KOCO-TV	(ABC)	1,600
KWTV(TV)	(CBS)	1,500
KTVY(TV)	(NBC)	1,950
Omaha		
KETV(TV)	(ABC)	1,200
WOWT(TV)	(CBS)	971
KMTV(TV)	(NBC)	1,250
Orlando-Daytona Beach, Fla.		
WFTV(TV)	(ABC)	1,300
WCPX-TV	(CBS)	1,050
WESH-TV	(NBC)	2,235
Ottumwa, Iowa-Kirksville, Mo.		
KTVO-TV	(ABC)	637
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.		
WSIL-TV	(ABC)	400
KFVS-TV	(CBS)	1,909
WPSD-TV	(NBC)	1,832
Palm Springs, Calif.		
KESQ-TV	(ABC)	100
KMIR-TV	(NBC)	100
Panama City, Fla.		
WMBB-TV	(ABC)	425
WJHG-TV	(NBC)	575
Parkersburg, W. Va.		
WTAP-TV	(NBC)	150
Peoria, Ill.		
WRAU-TV	(ABC)	700
WMBD-TV	(CBS)	690
WEEK-TV	(NBC)	750
Philadelphia		
WPVI-TV	(ABC)	5,500
WCAU-TV	(CBS)	4,000
KYW-TV	(NBC)	4,233
Phoenix		
KTVK(TV)	(ABC)	925
KTSP-TV	(CBS)	1,051
KPNX-TV	(NBC)	1,125
KNAZ-TV	(NBC)	350
Pittsburgh		
WTAE-TV	(ABC)	3,100
KDKA-TV	(CBS)	2,866
WPXI(TV)	(NBC)	2,624
Portland-Poland Springs, Me.		
WMTW-TV	(ABC)	750
WGAN-TV	(CBS)	750
WCSH-TV	(NBC)	786
Portland, Ore.		
KATU(TV)	(ABC)	1,400
KOIN-TV	(CBS)	1,426
KGW-TV	(NBC)	1,714
Presque Isle, Me.		
WAGM-TV	(CBS)	266
Providence-New Bedford, R.I.		
WPRI-TV	(ABC)	2,700
WLNE(TV)	(CBS)	1,500
WJAR-TV	(NBC)	3,650
Quincy, Ill.-Hannibal, Mo.		
KHQA-TV	(CBS)	1,125
WGEM-TV	(NBC)	1,250
Raleigh-Durham, N.C.		
WRAL-TV	(ABC)	1,575
WTVD(TV)	(CBS)	1,825
WPTF-TV	(NBC)	586
Rapid City, S.D.		
KEVN-TV	(ABC)	425
KOTA-TV	(NBC)	900
KDUH-TV	(NBC)	241
Reno		
KOLO-TV	(ABC)	350
KTVN(TV)	(CBS)	325
KCRL(TV)	(NBC)	325
Richmond, Va.		
WXEX-TV	(ABC)	990
WTVR(TV)	(CBS)	1,170
WWBT(TV)	(NBC)	991
WVIR-TV	(NBC)	50
Roanoke-Lynchburg, Va.		
WSET-TV	(ABC)	500
WDBJ-TV	(CBS)	1,140
WSLS-TV	(NBC)	1,500
Rochester, Minn.-Mason City, Iowa-Austin, Minn.		
KIMT	(CBS)	570
KTTC-TV	(NBC)	857
Rochester, N.Y.		
WOKR(TV)	(ABC)	1,100
WHEC-TV	(CBS)	1,049
WROC-TV	(NBC)	1,400
Rockford, Ill.		
WREX-TV	(ABC)	750
WIFR-TV	(CBS)	400
WTVO(TV)	(NBC)	500
Roswell, N.M.		
KBIM-TV	(CBS)	240
KSWS-TV	(NBC)	339
Sacramento-Stockton, Calif.		
KOVR(TV)	(ABC)	1,400
KXTV(TV)	(CBS)	1,945
KCRA-TV	(NBC)	2,945
St. Joseph, Mo.		
KQTV-TV	(ABC)	628
St. Louis		
KTVI(TV)	(ABC)	2,100
KMOX-TV	(CBS)	N/A
KSDK(TV)	(NBC)	3,213
Salinas-Monterey, Calif.		
KMST	(CBS)	225
KSBW-TV	(NBC)	1,050
Salisbury, Md.		
WMDT-TV	(ABC)	125
	(NBC)	125
WBOC-TV	(CBS)	800
	(NBC)	800
Salt Lake City		
KTVX(TV)	(ABC)	1,050
KSL-TV	(CBS)	925
KUTV(TV)	(NBC)	1,342
San Angelo, Tex.		
KCTV	(CBS)	198
San Antonio, Tex.		
KSAT-TV	(ABC)	1,025
KENS-TV	(CBS)	1,150
KMOL-TV	(NBC)	1,000
San Diego		
KGTV(TV)	(ABC)	2,500
KFMB-TV	(CBS)	2,580
KCST-TV	(NBC)	1,499
San Francisco		
KGO-TV	(ABC)	3,200
KPIX(TV)	(CBS)	2,900
KRON-TV	(NBC)	3,213
KNTV-TV	(ABC)	1,250
Santa Barbara-Santa Maria-San Luis Obispo, Calif.		
KEYT(TV)	(ABC)	444
KCOY-TV	(CBS)	350
KSBY-TV	(NBC)	482
Savannah, Ga.		
WSAV-TV	(ABC)	1400
WTOC-TV	(CBS)	870
WJCL(TV)	(NBC)	500
Seattle-Tacoma, Wash.		
KOMO-TV	(ABC)	2,000
KIRO-TV	(CBS)	1,168
KING-TV	(NBC)	2,780
KVOS-TV	(CBS)	125
Selma, Ala.		
WSLA	(CBS)	100
Shreveport, La.-Texarkana, Tex.		
KTBS-TV	(ABC)	950
KSLA-TV	(CBS)	1,150
KTAL-TV	(NBC)	803
KLMG-TV	(CBS)	200
Sioux City, Iowa		
KCAU-TV	(ABC)	950

City/station	Network	hourly rate
KMEG(TV)	(CBS)	176
KTIV(TV)	(NBC)	964
Sioux Falls,-Mitchell, S.D.		
KDLT(TV)	(ABC)	300
KELO-TV	(CBS)	1,688
KSHY-TV	(NBC)	550
KABY-TV	(ABC)	200
South Bend-Elkhart, Ind.		
WSJV(TV)	(ABC)	700
WSBT-TV	(CBS)	825
WNDU-TV	(NBC)	825
Spokane, Wash.		
KXLY-TV	(ABC)	750
KREM-TV	(CBS)	875
KHQ-TV	(NBC)	1,175
KLEW-TV	(CBS)	84
Springfield-Decatur-Champaign, Ill.		
WAND(TV)	(ABC)	725
WCIA(TV)	(CBS)	1,655
WICD(TV)	(NBC)	300
Springfield, Mass.		
WGGB-TV	(ABC)	700
WWLP-TV	(NBC)	725
Springfield, Mo.		
KMTC(TV)	(ABC)	275
KOLR-TV	(CBS)	900
KYTV(TV)	(NBC)	1,800
Syracuse, N.Y.		
WIXT(TV)	(ABC)	925
WTVH(TV)	(CBS)	1,650
WSTM-TV	(NBC)	1,947
Tallahassee, Fla.		
WECA-TV	(ABC)	150
WCTV-TV	(CBS)	1,300
WVGA-TV	(ABC)	75
Tampa-St. Petersburg, Fla.		
WTSP-TV	(ABC)	1,400
WTVT(TV)	(CBS)	3,350
WFLA-TV	(NBC)	3,250
WXLT-TV	(ABC)	200
Terre Haute, Ind.		
WBAK-TV	(ABC)	175
WTHI-TV	(CBS)	1,400
WTWO(TV)	(NBC)	1,700
Toledo, Ohio		
WDHO-TV	(ABC)	850
WTOL-TV	(CBS)	2,420
WTVG(TV)	(NBC)	2,500
Topeka, Kan.		
WIBW-TV	(CBS)	875
Traverse City-Cadillac, Miss.		
WGTU(TV)	(ABC)	175
WWTV(TV)	(CBS)	786
WPBN-TV	(NBC)	625
Tucson, Ariz.		
KGUN-TV	(ABC)	500
KOLD-TV	(CBS)	495
KVOA-TV	(NBC)	825
Tulsa, Okla.		
KTUL-TV	(ABC)	1,100
KOTV(TV)	(CBS)	1,300
KJRH-TV	(NBC)	1,201
Tuscaloosa, Ala.		
WCFT-TV	(CBS)	100
Twin Falls, Idaho		
KMVT	(NBC)	720
Tyler, Tex.		
KLTV-TV	(ABC)	759
KTRE-TV	(ABC)	391
Utica, N.Y.		
WKTV-TV	(NBC)	916
WUTR-TV	(ABC)	200
Victoria, Tex.		
KXIX-TV	(ABC)	50
Waco-Temple, Tex.		
KCEN-TV	(NBC)	1,600
KWTX-TV	(ABC)	1,175
KBTX-TV	(ABC)	350
Wailuku, Hawaii		
KGMV	(CBS)	50
Washington		
WJLA-TV	(ABC)	2,250
WDVM-TV	(CBS)	2,350
WRC-TV	(NBC)	2,150
WHAG-TV	(NBC)	150
Watertown-Carthage, N.Y.		
WWNY-TV	(NBC)	720
WWNY-TV	(CBS)	675
Wausau-Rhinelander, Wis.		
WAOW-TV	(ABC)	450
WSAW-TV	(CBS)	1,000
WAEO-TV	(NBC)	250
West Palm Beach, Fla.		
WPEC(TV)	(ABC)	425
WTVX(TV)	(CBS)	175
WPTV(TV)	(NBC)	1,325
Wheeling, W.Va.-Steubenville, Ohio		
WTOV-TV	(NBC)	1,928
WTRF-TV	(CBS)	2,100
Wichita Falls, Tex., Lawton, Okla.		
KSWO-TV	(ABC)	475
KAUZ-TV	(CBS)	537
KFDX-TV	(NBC)	562
Wichita-Hutchison, Kan.		
KAKE-TV	(ABC)	1,050
KTVH(TV)	(CBS)	750
KSNW-TV	(NBC)	1,109
KAYS-TV	(CBS)	273
KLOE-TV	(CBS)	115
KTVC	(CBS)	165
KSNC	(NBC)	386
KTVC	(CBS)	165
Wilkes-Barre-Scranton, Pa.		
WNEP-TV	(ABC)	2,100
WDAU-TV	(CBS)	825
WBRE(TV)	(NBC)	1,633
Wilmington, N.C.		
WWAY-TV	(ABC)	550
WECT-TV	(NBC)	1,025
Yakima, Wash.		
KAPP(TV)	(ABC)	325
KIMA-TV	(CBS)	264
KNDO(TV)	(NBC)	643
KEPR-TV	(CBS)	185
Youngstown, Ohio		
WYTV(TV)	(ABC)	550
WKBN-TV	(CBS)	680
WFMJ-TV	(NBC)	669
Zanesville, Ohio		
WHIZ-TV	(NBC)	169

Coming September 5

EASTERN CABLE SHOW

Pre-Convention Issue

The big-and-getting-bigger *Eastern Cable Show* will be the focus of attention in the September 5 issue of **Broadcasting**. We'll be getting ready to cover activities that will ocupy more than 5,00 delegates in Atlanta's World Congress Center, and prepare them with pre-publication of the convention agenda and complete listings of exhibitors (over 200 already firm, and more than 250 expected). A target of opportunity of particular appeal to cable broadcasters.

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grams that will attract the greatest audience. "If there's a connection, then it's an unconscious one," he says.

He demurs when asked if his operating style is significantly different from that of his predecessor, Tony Thomopoulos, who was promoted to president of the ABC Broadcast Group (Erlicht reports to John Severino, president of the ABC Television Network). Erlicht answered that the only difference he might have had with Thomopoulos is *when* a program should air, not *what* program should air.

The problem of keeping viewers loyal to network television, Erlicht seems to think, is in providing as much original product as possible, and in the future even more than in the past. ABC's 1983-84 season is tied up with the Olympics and election year coverage, both outside Erlicht's responsibility. And although Erlicht tends to play it close to the vest in discussing the network's future programing strategy, he's made it no secret that theatrical films will play a decreasing role in the entertainment schedule, with the slack taken up by an increasing number of made-for-TV films. Erlicht doesn't specify when, but he acknowledges that ABC is "heading toward the day" when made-for-TV films, rather than theatrical films, "will be the predominant product." Theatricals, he said, are just no longer worth it, given the increasing average price per picture and "the diminishing return of the audience because of its mass exposure on pay TV."

Erlicht has no problem agreeing that cable, pay TV and other new technologies are getting viewers' attention. But he also believes it possible for broadcast television to "overreact" about the audience losses. The other programing sources, he said, "haven't shaken out yet."

"I don't think we know where they're going, what they're going to program, what impact they will have, how long people are willing to pay for what they usually get free, to what degree pay and cable will go into other forms of programing. . . You see trends for maybe the short term."

For Erlicht, little has changed in television's basics—or the art and business of entertaining, for that matter—since the beginning. What he stresses is that the *content* has changed, shifting with public attitudes and tastes. At ABC, he said, entertainment programing becomes a function of who is watching television. The business, he likes to note, is "out of its infancy." But not all content changes permitted by the audiences' changing attitudes will be adopted by ABC. "There appears to be a changing acceptance of different moral standards which we have not yet reacted to," he said. "For instance, on pay and cable you now have nudity and in many cases softcore pornography that is pretty much accepted in those households, which has never occurred before. I want to make it very clear we will not do that. We will not counter that specific challenge."

However, more of a challenge for Erlicht than the changing morality is the "changing American household," which he sees as doing more to change the face of prime time programing than the public's acceptance of nudity on cable and pay television. Formerly, he explained, when there was only one television set per household, control was firmly in the hands of children. But as multiset households grew and the average household size shrank, that is no longer the case, he said.

"Set control in the early evening has reverted to the adult, and because of the fragmentation of the audience—and you cannot get away from it—that's a big change we have to adapt to. It changes our program philosophy as to what we put on at 8 p.m.," Erlicht said.

An example of that, he pointed out, was the *Happy Days* spin-off, *Joanie Loves Chachi*, which at the time ABC decided not to renew it for next season, aired on Thursday at 8 p.m. It was "a show we thought was terrific," Erlicht explained. "Creatively there was nothing we would have changed," but "its appeal was too young we couldn't generate an audience and get it off the ground." The show lasted one season.

But except for a sharper focus on the adult viewer, Erlicht suggests that those who may be looking at the network's upcoming season to spot trends would be hard pressed. "We try to keep a balance. . . There are no rules. You have what is right as a flow." Erlicht noted that this year ABC has eight sitcoms (four new), down from a high of 12, while CBS has 6 and NBC a record 10. "You try to present as diverse a schedule as possible, because ultimately that is the mix for an all-around network." But due to Olympic and heavy election year coverage, ABC will have the fewest miniseries next year—only two compared to five each by CBS and NBC. One of them, *The Last Days of Pompeii*, Erlicht said, has a "good chance" to run in the May sweeps. He added the network will save good product for the sweeps periods.

The formal boundaries that used to define a network season—at least at ABC—are slowly dissolving as new product continues to be introduced throughout the year. "Last year at the affiliates meeting I made a point of asking, 'When is midseason?' Midseason used to be January when you put on three new shows and that would be it. Midseason now is any time from December through May." And introducing new product for a third time in the summer further blurs the old boundaries, he said, "so that it's one season where you make changes within the season."

About one upcoming program in particular, Erlicht has something to say. It is a made-for-TV movie titled *The Day After*, a story about life in the wake of a nuclear attack. He calls it "one of the most important things ever produced at ABC." The movie, he said, takes no position and has no message, but "there will be more discussion generated after seeing this film than on anything we've ever done before."

Erlicht deflected a question wondering whether the network was trying to take advantage of the public's growing concern about nuclear war, and he called reports that ABC was producing the drama because it was expected to generate "smash ratings" an absolute untruth. Erlicht stressed that "in all the discussions I've had with either Brandon [Stoddard, ABC Motion Pictures president], or Fred [Pierce, ABC Inc. president] or Tony [Thomopoulos, president of ABC Broadcast Group], we have never once discussed audience. . . A project like this transcends your feeling to grab an audience all the time." □

Ratings Roundup

NBC-TV moved to the top of the prime time ratings for the week ended July 31— a week so competitive that half a rating point was all that stood between third place and first. NBC had an average 12.3 Nielsen rating and 24 share, while CBS-TV came in with a 12.1/24 and ABC-TV with an 11.8/23.

NBC did it primarily with repeats of regular series and specials and with two movies, *Dorothy Stratten Story* on Monday (16.9/31) and *Hunt to Kill* on Sunday (16.0/29), that ranked among the week's Top 10.

The premiere of *The Hamptons*, ABC's new series, Wednesday at 9-10 p.m. NYT, scored a 13.8/25, enough to rank 18th for the week but fractionally behind its lead-in, a *Fall Guy* repeat (13.9/29), although well ahead of its lead-out, a *Dynasty* repeat (10.5/19).

Among other summer series, CBS's *Our Times with Bill Moyers* on Tuesday at 8:30-9 p.m. produced an 11.9/21 and its lead-in, *On the Road with Charles Kuralt*, did an 11.8/22, while NBC's *Buffalo Bill* on Wednesday at 9:30-10 p.m. had an 11.8/21—all in the same ballpark with their earlier performances.

President Reagan's news conference at 8 p.m. Tuesday got all three networks off to a late start at 8:39 that evening. CBS and NBC clipped their schedules by that much, although NBC wound up at 11:30 instead of 11:39 by joining its windup show, *St. Elsewhere*, "in progress." ABC dropped its 8 p.m. *½ Hour Comedy Hour*, for that evening and closed at 11:09 p.m.

NBC won Monday and Tuesday nights, ABC won Wednesday and Saturday and CBS took Thursday, Friday and Sunday.

The First 20

1.	*Jeffersons*	CBS	19.1/33
2.	*Newhart*	CBS	18.7/32
3.	*One Day At A Time*	CBS	17.4/32
4.	*NBC Monday Night Movies—Dorothy Stratten Story*	NBC	16.9/31
5.	*60 Minutes*	CBS	16.7/36
6.	*A Team*	NBC	16.6/30
7.	*Remington Steele*	NBC	16.3/20
8.	*Trapper John, M.D.*	CBS	16.0/31
9.	*NBC Sunday Night Movie—Hunt to Kill*	NBC	16.0/29
10.	*Magnum, P.I.*	CBS	15.9/33
11.	*20/20*	ABC	15.0/30
12.	*Facts of Life*	NBC	15.2/28
13.	*Simon & Simon*	CBS	15.1/28
14.	*Love Boat*	ABC	14.8/31
15.	*Fantasy Island*	ABC	14.5/30
16.	*Hill Street Blues*	NBC	14.3/27
17.	*Fall Guy*	ABC	13.9/29
18.	*Hamptons*	ABC	13.8/25
19.	*Hart to Hart*	CBS	13.6/23
20.	*Cagney & Lacey*	CBS	13.5/24

The Final Five

61.	*Quincy, M.E.*	NBC	7.8/16
62.	*Powers of Matthew Star*	NBC	7.3/15
63.	*Voyagers*	NBC	7.1/16
64.	*Monitor*	NBC	7.1/15
65.	*Walt Disney—The Sky Trap*, part 1	CBS	7.0/17

nia, N.H., is headed by Scott R. McQueen, president. It owns WZZC(FM) East Moline, Ill.; WOCB(AM)-WSOX-FM West Yarmouth, Mass.; WKZU(AM)-WLNH-FM Laconia, N.H.; WCMF(FM) Rochester, N.Y.; WTMA(AM)-WSSX-FM Charleston, S.C. Filed July 22.

■ WGEO-FM Beaverton, Mich. (97.7 mhz, 3 kw, HAAT: 310 ft.)—Seeks assignment of license from Midwest Broadcasting to Maines Broadcasting Inc. for $70,000. Seller is owned by Leona Katherine Lacey. It has no other broadcast interests. Buyer is owned by Ronald W. Maines, president (50.27%) and 13 others. It also owns WMPX(AM) Midland, Mich. Filed July 20.

■ WWJQ(AM) Zeeland, Mich. (1260 khz, 1 kw-N, DA-2)—Seeks assignment of license from Ottawa Broadcasting Corp. to Lanser Broadcasting Corp. for $950,000, plus other considerations. Seller is owned by Peter J. Vanden Bosch, president. It also owns WJBL-FM Holland, Mich. Buyer is owned by Leslie J. Lanser. It has no other broadcast interests. Filed July 25.

■ WSEL-AM-FM Pontotoc, Miss. (1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 405 ft.)—Seeks assignment of license from Pontotoc Broadcasting Co. Inc. to Joseph D. Lowe for $310,000. Seller is headed by Lee H. Thompson, president. It has no other broadcast interests. Buyer has also bought, subject to FCC approval, WVLY(AM) Water Valley, Miss. Filed July 19.

■ KOOK-AM-FM Billings, Mont. (970 khz, 5 kw-U, DA-N; FM: 102.9 mhz, 100 kw, HAAT: 500 ft.)—Seeks assignment of license from Matthias Enterprises to KOOK Associates Ltd. for $2,005,500. Seller is owned by Robert C. Mathias, Kenneth D. Morse and Emery S. Sims III. It also owns KYJC(AM) Medford, Ore. Buyer is owned by Mesa Broadcasting Co. (90%) and Daniel G. Miller (10%). Mesa is headed by John W. Hough, president. It also owns KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., KQIL(AM)-KQIX-FM Grand Junction, Colo. Filed July 18.

■ WIIN(AM)-WFPG(FM) Atlantic City (1450 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 50 kw, HAAT: 340 ft.)—Seeks assigament of license from Eastern Broadcasting Co. Inc. to Atlantic County Radio Inc. for $2.5 million. (Broadcasting, July 11). Seller is owned by Daniel Diener. It has no other broadcast interests. Buyer is owned by Allan W. Roberts, president (75%) and his brother, Bertram M. (25%). Allan Roberts also owns WUHN(AM)-WUPE-FM Pittsfield, Mass. Filed July 22.

■ WGY(AM)-WGFM(FM) Schenectady, N.Y., and WSIX-AM-FM Nashville (WGY: 810 kw, 50 kw-U. WGFM: 99.5 mhz, 10 kw; HAAT: 930 ft. WSIX: 980 khz, 5 kw-U. WSIX-FM: 97.9 mhz, 100 kw; HAAT: 1140 ft.)—Seeks assignment of license from General Electric Broadcasting Co. to Foster Management for about $14.5 million (Broadcasting, May 9). Seller is New York-based subsidiary of General Electric Corp., group owner of three AM's, five FM's and three TV's and also owner of 13 cable systems. GE has put up all eight radio stations and two of its TV's for sale (Broadcasting, Nov. 22, 1982). Buyer is New York-based venture capital firm, headed by John H. Foster, in limited partnership with Sky Corp., New York-based radio group owner of four AM's and two FM's, headed by Dennis R. Israel, president. Filed July 26.

■ WBHC(AM)-WJBW-FM Hampton, S.C. (1270 khz, 1 kw-D; FM: 103.1 mhz; 3 kw, HAAT: 145 ft.)—Seeks transfer of control of Hampton County Broadcasters Inc. from Joseph B. Wilder (80% before; none after) to Hampton County Broadcasters Inc. (20% before; 100% after). Consideration: $220,000. Principals: Seller also owns WBAW-AM-FM Barnwell, S.C. and WAKS-AM-FM. Buyer is owned by Carl A. Gross, president, who is general manager of WBHC-WJBW-FM. Filed July 25.

■ WKDY(AM) Spartanburg, S.C. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Capitol Broadcasting Corp. to Spartanburg Investors Ltd. for $600,000 (Broadcasting, Aug. 1). Seller is owned by Kenneth S. Johnson, president (88.9%) and Allen Paul Howard (11.1%). It also owns WCAW(AM)-WVAF(FM) Charleston, W.Va.; WLLF(AM)-WKSJ-FM Prichard-Mobile, Ala.; WRKA(FM) St. Matthews, Ky., WMJJ(FM) Birmingham, Ala. Buyer is limited partnership with no other broadcast interests. John Horton, Atlanta-based financial planner, and James R. Cairo, former news manager of WNGE(TV) Nashville and WBBH-TV Fort Myers, Fla., are general partners. Filed July 22.

■ WKBJ-AM-FM Milan, Tenn. (1600 khz, 1 kw-D; FM: 92.3 mhz, 42 kw, HAAT: 160 ft.)—Seeks assignment of license from West Tennessee Broadcasting Co. to Andrew Jackson Broadcasting Corp. for $550,000 in cash. Seller is owned by Ianthus P. Denny, Doris King, Jack Cunningham (26.66% each) and Bill Haney (20%). It has no other broadcast interests. Buyer is owned by Andrew Jackson Hendrickson Jr., president (47%), his sons, Stephen Taylor Hendrickson and Andrew Blake Hendrickson (4% each), and Jerry A. Adams (45%). Andrew Blake Hendrickson has interest in cable TV at Lebanon, Tenn. Stephen Hendrickson is sales manager and Andrew Jackson Hendrickson Jr. is consultant there. Adams is general manager of WLUY(AM) Nashville and WYHY(FM) Lebanon. Filed July 19.

■ WIBU(AM) Poynett, Wis.—(1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Robert P. Hansen Broadcasting Inc. to Weinbrenner & Olson Inc. for $400,000. Seller is owned by Robert P. Hansen. It has no other broadcast interests. Buyer is owned by Randy J. Weinbrenner, president (58%) and Robert W. Olson (42%). Olso is radio announcer at WLAK(FM) Chicago. Filed July 19.

Actions

■ WKAX(AM) Russellville, Ala. (1500 khz, 1 kw-D)—Granted transfer of control of Cumberland Foundation Inc. from Michael R. Freeland and Flora Ellen Freeland (75% before; none after) to James Ronald Lane and others (25% before; 100% after). Consideration: $60,000. Principals: Sellers, who are husband and wife, also have interest in five low-power TV's and permittee for WEKR(AM) Fayetteville, Tenn. (85%). Buyer is principally owned by James Ronald Lane, president (35%), who already owns 10%, and who has interests in permittees for WFWL(AM) Camden, and WEKR(AM) Fayetteville, both Tennessee. (BTC-830527FQ). Action July 21.

■ KCBQ-AM-FM San Diego (1170 khz, 50 kw-D, 5 kw-N; FM: 105.3 mhz, 29 kw, HAAT: 620 ft.)—Granted assignment of license from Chartcom Inc. to Infinity Broadcasting for $8.5 million, including $750,000 for noncompete agreement ("Closed Circuit," Jan. 31). Seller is wholly owned subsidiary of The Charter Co., publicly traded Jacksonville, Fla.-based oil and insurance conglomerate which recently sold, subject to FCC approval, KIOI(FM) San Francisco (Broadcasting, May 2). KCBQ-AM-FM sale will conclude Charter's divestment of its radio station group. Buyer, based in New York, is headed by Michael A. Wiener, chairman, and Gerald Carrus, president. It also owns one AM and five FM's. It has received FCC approval to buy KXYZ(AM) Houston (Broadcasting, May 16). (BAL,H-830502EV,W). Action July 22.

■ KTIM-AM-FM San Rafael, Calif. (1510 khz, 1 kw-D; FM: 100.9 mhz, 2.2 kw, HAAT: 300 ft.)—Granted assignment of license from Platt Communications Inc. to Marin Broadcasting Co. Inc. for $1.4 million (Broadcasting, May 30). Seller is owned by Donald Platt, president and general manager, and 10 other stockholders. They have no other broadcast interests. Buyer is owned by N. Arthur Astor, president, who also bought KIKF(FM) Garden Grove, Calif. (Broadcasting, July 11). (BAL,H-830531FR,EC). Action July 21.

■ WBAS(AM) Crescent City, Fla. (1330 khz, 1 kw-D, DA-D)—Granted assignment of license from BASCAP Radio Inc. to Sonsway Broadcasters Inc. for $130,000. Seller is headed by John D. Miller, president (65%), Mildred C. Schmierer (25%) and James B. Tillis (10%). Miller is general manager of WXVQ(AM) DeLand, Fla.; Tillis is chief engineer at WELE-FM DeLand. Schmierer has no other broadcast interests. Buyer is owned by Richard E. Douglas, president (44%), and wife, Judith Bright-Douglas (49%); Judith's sister, Kathryn M. Wolf (2%) and Nicholas J. Mills (5%), who is British citizen. They have no other broadcast interests. (BAL-830601FT). Action July 21.

■ WKQE(AM)-WBGM(FM) Tallahassee, Fla. (1410 khz, 5 kw-D; FM: 98.9 mhz, 100 kw, HAAT: 320 ft.)—Granted assignment of license from Forward of Florida Inc. to Statewide Broadcasting of Leon County Inc. and Statewide Broadcasting of Tallahassee Inc., respectively for $1.575 million. Seller, based in Wausau, Wis., is subsidiary of Forward Communications Corp., group owner of five AM's, five FM's and six TV's. Dick Dudley is chairman. Buyers, based in Pompano Beach, Fla., are both owned by Jordan E. Ginsburg, chairman, his children, Scott Ginsburg, president, and Mark J. Ginsburg, M.D. (20% each), Ricki G. Robinson, M.D. (10%); Robinson's husband, Joel P. (10%), and Roy Bresky, M.D. (20%). It recently bought, WVCG(AM) Coral Gables, Fla. (Broadcasting, July 25). Jordan Ginsburg, Scott Ginsburg have sold interests in WAVS(AM) Fort Lauderdale to Beresky (Broadcasting, July 25). (BAL-830524GT,U). Action July 21.

■ WGLC-AM-FM Mendota, Ill. (1090 khz, 250 w-D; FM: 100.1 mhz, 3 kw, HAAT: 98 ft.)—Granted assignment of license from Agri-Voice Inc. to Kimball Broadcasting Inc. for $310,000. Seller is owned by Michael Ross, president, who has no other broadcast interests. Buyer is owned by Arthur S. Kimball, president. He is former general manager of WMLA(FM) Le Roy, Ill., and has no other broadcast interests. (BALH-830602HL,M). Action July 21.

■ [CP] WTSF(TV) Ashland, Ky. (ch. 61, 229 kw vis., 22.9 kw aur., HAAT: 410 ft.)—Granted assignment of license from Tri-State Family Television Inc. to Tri-State Family Broadcasting Inc. for assumption of $643,863 in liabilities. Seller is nonstock, nonprofit corporation, headed by John Alley, president, who will be director of new corporation. It has no other broadcast interests. Buyer is owned by seven stockholders, headed by Claude Messinger, chief-executive officer, including five present board members of seller, and Dr. G.O. McClelland of West Hamlin, W. Va., and Dr. Robert Tackett of Ashland. It has no other broadcast interests. (BAPCT-830527KF). Action July 15.

■ WGNO-TV New Orleans (ch. 26; 2,690 kw vis., 69.9 kw aur.; HAAT: 1,015 ft.)—Granted assignment of license from General Media Corp. to Tribune Broadcasting Co. for $21 million. Seller is owned by 80 stockholders and headed by Earl Hickerson, president. It recently sold 80% interest in KGMC(TV) Oklahoma City (Broadcasting, March 7) and cable system in Rockford, Ill. Buyer is subsidiary of Chicago-based Tribune Co., which owns *Chicago Tribune*, New York *Daily News* and other newspapers, cable systems and broadcast group. James C. Dowdle is president of broadcast subsidiary. It bought, subject to FCC approval, WANX-TV Atlanta for $32 million (Broadcasting, Aug. 1). (BALCT-830518KF). Action July 21.

■ WCIB(FM) Falmouth, Mass. (101.9 mhz, 50 kw, HAAT: 240 ft.)—Granted assignment of license from New England Media Corp. to Cape and Islands Broadcasting Inc. for $2 million. Seller is owned by Kenneth J. Patch, president (50%), and Roger A. Neuhoff and family (50%). Neuhoff is also president and principal stockholder of Eastern Broadcasting Corp., which owns five AM's and five FM's. Buyer is owned by Lawrence K. (Larry) Justice, president, who has been Boston radio personality for past 18 years with Westinghouse and RKO stations. (BALH-830609HZ). Action July 21.

■ WKYO(AM)-WIDL(FM) Caro, Mich. (1360 khz, 1 kw-D, 1 kw-N, DA-2)—Granted transfer of control of Tuscola Broadcasting Co. from Thumb National Bank & Trust (100% before; none after) to East Michigan Broadcasting Co. (none before; 100% after). Consideration: $500,000. Principals: Seller is voluntary receiver of Tuscola Broadcasting Co., headed by Paul Clabuesch, president. It has no other broadcast interests. Buyer is owned by William D. Benkelman, president, who is president of chemical plastics firm in Bloomfield, Mich. He has no other broadcast interests. (BTC,H-830527HB,C). Action July 21.

■ KDKD-AM-FM Clinton, Mo. (1280 khz, 1 kw-D)—Granted assignment of license from Clinton Broadcasting Co. Inc. to Clinton Radio Co. for $825,000, including noncompete agreement. Seller is owned by Randel Boesen and wife, Joan, who have also bought KFMO(AM) Flat River, Mo. Broadcasting, June 27). Buyer is owned by John Lockton III (94%) and wife, Cheryl A., and Thomas W. Van Dyke (3% each). John Lockton is Prairie Village, Kan., insuranceman. Cheryl Lockton is housewife and Van Dyke is Kansas City, Mo., attorney. (BAL-830518FU,V). Action July 21.

■ WFMV(FM) Blairstown, N.J. (106.3 mhz, 3 kw, HAAT: 860 ft.)—Granted assignment of license from War-

Summary of broadcasting
as of March 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	812	0	812
TV auxiliaries	7,260	205	7,465
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.